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Rudolph, Harold J.

Title:
An analysis of 792,282 inquiries from magazine...

Place:
Ann Arbor

Date:
1934

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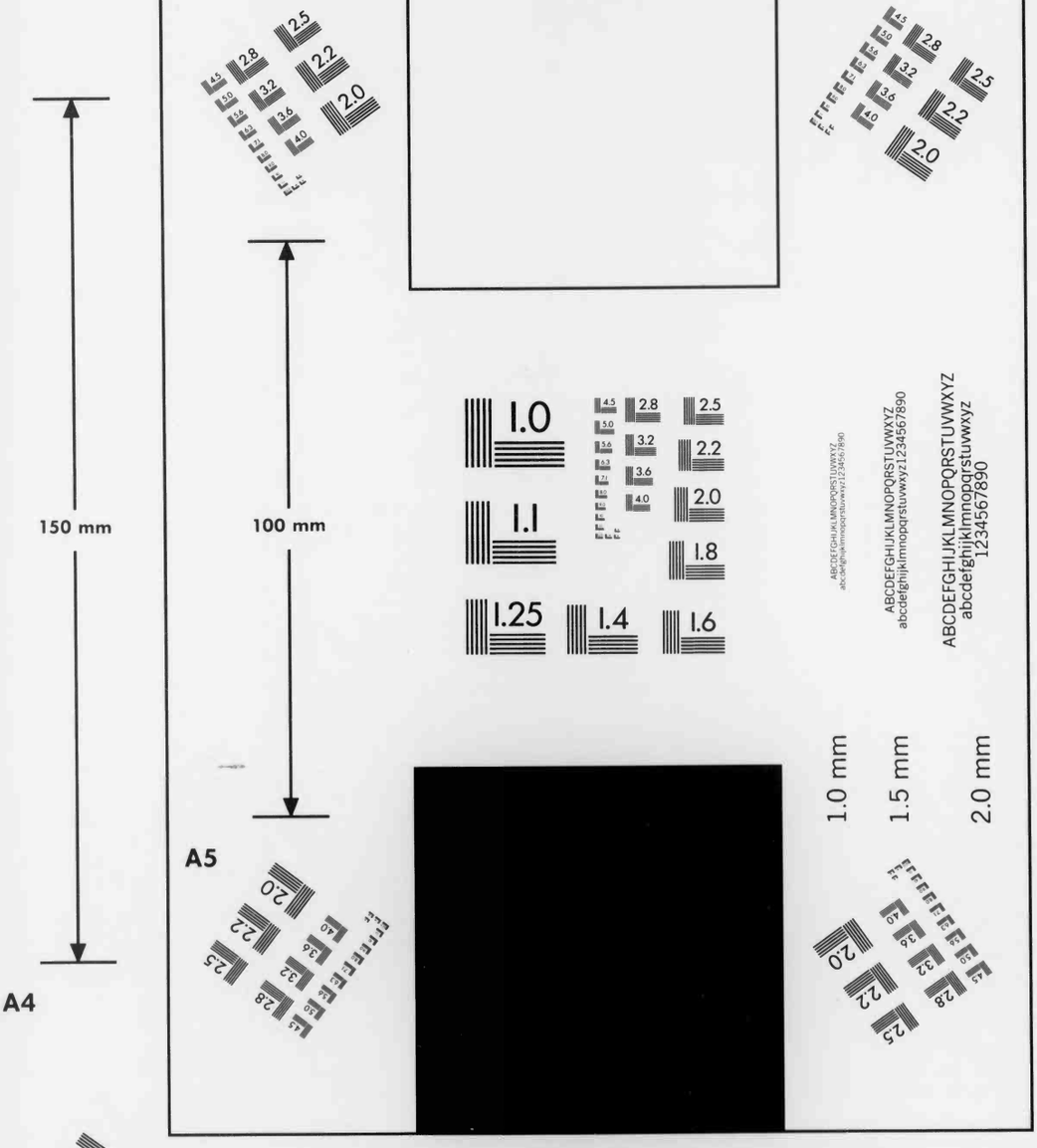


## PRECISION℠ RESOLUTION TARGETS

Century

A&P

1303 Geneva Avenue
St. Paul, MN 55119

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

4.5 mm

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

3.5 mm

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# AN ANALYSIS OF
# 792,282 INQUIRIES FROM MAGAZINE ADVERTISING

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HAROLD J. RUDOLPH

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# AN ANALYSIS OF
# 792,282 INQUIRIES FROM MAGAZINE ADVERTISING

*By*

HAROLD J. RUDOLPH, B.S.

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THE COMMODITIES UPON WHICH

THIS ANALYSIS IS BASED

| | |
|---|---|
| Product A | A product used for foot relief |
| Product B | A vegetable shortening |
| Product C | A prepared dessert intended primarily for children |
| Product D | A dentifrice |
| Product E | An accessory used in connection with rugs |
| Product F | A flavoring and food ingredient |
| Product G | A food served around the holidays and also used in cooking and baking |
| Product H | A dried fruit used principally in cooking and baking |
| Product I | A gelatine product |

# INTRODUCTION

The existence of wide variations in the effectiveness of advertising has always been an accepted fact, but the causes of these variations is a problem upon which the advertising profession is not entirely agreed. The present report is the result of a desire to analyse the variations in the effectiveness of advertising from a new point of view, and if possible to bring the causes of these variations into a somewhat sharper focus.

The statistical basis of the present report is the actual returns from more than $ 2,000,000 worth of keyed advertising appearing in a group of 24 general magazines. A total of 454 advertisements representing eight different commodities were analysed in an effort to explain the variations in advertising response. In addition to the records from the 454 advertisements, supplementary information was obtained covering 91 additional advertisements. However, this latter material was used only in connection with the analysis by publications.

In general, three lines of investigation were followed, namely, (1) an analysis of the advertisement itself; (2) an analysis of the publication, chiefly with respect to its editorial appeal; and (3) an analysis of the reader from the standpoint of the forces which mould and modify his customs and habits and influence his actions.

In an effort to approach advertising analysis from a fresh point of view, an attempt was made to analyse advertising in terms of fundamentals. Every advertisement was examined and rated according to the accepted qualities of good headlines, copy and layouts. The results of this line of study are not included in the main body of the report chiefly because the findings are contrary to present-day advertising thought. For example, it was impossible to demonstrate the presence of a consistent relationship between the rating of an advertisement and the response which that advertisement actually received. It was felt that this inconsistency was due in part to the difficulty in selecting a scale of values which would minimize the influence of personal opinion. Moreover, it was extremely difficult in many cases to decide exactly what rating a particular advertisement should receive with respect to its arrangement and the quality of the copy.

Although the primary purpose of the survey was to determine and to evaluate all elements which influence advertising response, the course of the investigation was materially altered because of limitations in the statistical data. For example, many lines of study which would have warranted more detailed examination had to be treated very lightly or completely eliminated from the report due to lack of variation in advertising practice or because of deficiencies in the original material.

## Variations in the Effectiveness of Advertising

Having proceeded upon the assumption that the effectiveness of advertising varies widely, perhaps we should pause here long enough to consider the nature of the more fundamental types of variation and to indicate from actual records how extensive these variations have been among the products covered by this report. We propose to demonstrate the existence of three fundamental types of variation:

1. Variations between products
2. Variations between advertisements
3. Variations between publications

In addition to these accepted and obvious variations, we shall indicate the presence of inconsistencies which seem contrary to present-day advertising thought.

TABLE 1.

An Analysis of Inquiry Costs According to the Product

| Product* | Number of Ads. | Total Inquiries | Total Space Cost | Cost per Inquiry |
|---|---|---|---|---|
| Product A | 61 | 4,334 | $ 56,984. | $ 13.15 |
| Product B | 54 | 156,190 | 640,900. | 4.10 |
| Product C | 19 | 55,307 | 56,700. | 1.03 |
| Product D | 132 | 141,002 | 713,695. | 5.06 |
| Product E | 50 | 37,858 | 115,604. | 3.05 |
| Product F | 8 | 162,207 | 80,850. | .50 |
| Product G | 12 | 25,951 | 118,200. | 4.55 |
| Product H | 19 | 66,054 | 114,650. | 1.74 |

*General descriptions of each product are given at the beginning of the report

The first type of variation is of little importance as far as the present study is concerned. However, it is of interest because it reveals how widely the cost per inquiry may vary among different products. This variation is shown in Table 1, and it can perhaps be explained upon the basis of the size of the market. In general, the relative volume of inquiries which a given product will receive is dependent upon the size of the market for that product.

TABLE 2.

Comparison of the Results of Different Copy in the Same Publication

Product D

| Issue | | Cost Per Reply |
|---|---|---|
| | American Magazine | |
| February | Copy A | $ 1.73 |
| March | Copy B | 3.27 |
| | Delineator | |
| January | Copy A | 5.86 |
| February | Copy B | 2.23 |
| | Good Housekeeping | |
| February | Copy A | 3.14 |
| November | Copy B | 11.11 |
| | Ladies Home Journal | |
| May | Copy A | 3.39 |
| August | Copy B | 8.55 |
| | Pictorial Review | |
| February | Copy A | 2.61 |
| November | Copy B | 9.08 |
| | McCall's | |
| March | Copy A | 2.87 |
| October | Copy B | 7.43 |

Table 2 shows a series of variations which were found to exist between different advertisements in the same magazine. These advertisements all belong to the same campaign of the same advertiser and are identical in everything except copy.

It is important to note that these variations are not peculiar to a certain product or to certain types of products. Table 3 shows the same degree of variation among products of an entirely different nature.

TABLE 3.

Comparison of the Results of Different Copy in the Same Publication

| Issue | Product E | Cost Per Reply |
|---|---|---|
| | Delineator | |
| March | Copy A | $ 1.45 |
| April | Copy B | 2.85 |
| | McCall's | |
| March | Copy A | 1.74 |
| May | Copy B | 3.66 |
| | Product H | |
| | Ladies Home Journal | |
| January | Copy A | 2.15 |
| March | Copy B | .99 |
| | Product B | |
| | Ladies Home Journal | |
| January | Copy A | 17.83 |
| March | Copy B | 7.34 |
| | McCall's | |
| January | Copy A | 15.14 |
| February | Copy B | 3.85 |

The comparisons made in Tables 2 and 3 were of advertisements in the same series, in the same size space, and in the same publications. In other words, only the copy and the layout have been varied. Table 4 shows the variations which were brought about when the same advertisement was exposed to different reader groups. These advertisements were identical in every respect: the only change has been in the publication.

All variations which have been presented so far are generally accepted and, in the main, they can be explained in terms of known advertising laws. There is another type of variation which defies advertising laws and is therefore rather difficult to explain. For example, the change in copy in one publication results in a substantial decrease in inquiry cost while the same change in another magazine is exactly the reverse.

TABLE 4.

Comparison of the Results of the Same Copy in Different Publications

| Magazine | Issue | Cost Per Reply |
|---|---|---|
| | Product D | |
| | Copy "ABC" | |
| Cosmopolitan | April | $ 4.84 |
| Good Housekeeping | April | 6.25 |
| McCall's | May | 3.49 |
| | Copy "XYZ" | |
| McCall's | November | 5.70 |
| Delineator | November | 7.96 |
| Pictorial Review | November | 9.08 |
| Good Housekeeping | November | 11.11 |
| | Product E | |
| | Copy "ABC" | |
| Delineator | March | 1.45 |
| Collier's | May 7th | 3.77 |
| House & Garden | April | 7.41 |
| | Copy "XYZ" | |
| Pictorial Review | February | 1.83 |
| American | March | 3.66 |
| House Beautiful | April | 6.85 |
| | Product B | |
| | Copy "ABC" | |
| McCall's | February | 3.85 |
| Pictorial Review | February | 4.99 |
| Delineator | February | 6.41 |
| | Copy "XYZ" | |
| Delineator | March | 5.85 |
| Ladies Home Journal | March | 7.34 |
| McCall's | March | 7.83 |
| Pictorial Review | March | 11.02 |
| | Product F | |
| | Copy "ABC" | |
| McCall's | February | .37 |
| Delineator | March | .54 |
| Ladies Home Journal | February | .59 |
| Tower Magazines | March | .81 |

A few of these inconsistencies are shown in Table 5. They are presented here not because of any bearing they may have had upon the course of the investigation, but

merely to reveal the presence of a force which apparently has no respect for advertising laws.

The group of inconsistencies shown in Table 5 does not by any means include all that might have been cited. However, an attempt was made to choose representative products and publications. In an effort to determine the causes of some of the inconsistencies cited here, prominent advertising men were interviewed. However, none were able to offer an explanation.

It is believed that further study of advertising's inconsistencies will go far towards clarifying advertising laws and establishing advertising as, at least, an experimental science. Whether or not advertising will become an exact science hinges upon the explanation of the inconsistencies and their harmonization with the accepted advertising laws.

TABLE 5.

Variations Which are Inconsistent

Product D

| Issue | | Cost per Reply Modern Magazines | Cost per Reply Romance Group |
|---|---|---|---|
| July | Copy A | $ 2.76 | $ 6.42 |
| August | Copy B | 6.67 | 4.01 |

Product B

| Issue | | Cost per Reply Delineator | Cost per Reply Pictorial Review |
|---|---|---|---|
| March | Copy A | 5.85 | 11.02 |
| May | Copy B | 10.71 | 10.07 |

| Issue | | Cost per Reply McCall's | Cost per Reply Delineator |
|---|---|---|---|
| February | Copy A | 3.85 | 6.41 |
| March | Copy B | 7.83 | 5.85 |

Product A

| Issue | | Cost per Reply Delineator | Cost per Reply Woman's Home Comp. |
|---|---|---|---|
| March | Copy A | 10.61 | 6.92 |
| May | Copy B | 6.81 | 24.24 |

## Variations Traceable to Elements Within the Copy

In this study an effort has been made to give special consideration to the tangible or mechanical side of advertising, and to indicate as far as possible those characteristics which seem to modify, in one way or another, the degree of advertising response. Of all the elements which are responsible for variations in advertising response, the mechanical characteristics are most readily subject to variation and control because they are the factors which the advertiser determines, and which he may vary at will. This brief analysis is not put forward as a comprehensive study of every mechanical factor which may influence advertising response. Many important factors have had to be omitted from consideration because of limitations in the data.

In measuring the degree of influence caused by variations in the illustration theme, two fairly consistent tendencies were observed. These are indicated in Table 6. In the first place, an illustration of the product itself is usually accompanied by a high cost per reply, while the dramatization of the product in use or the result of its use, is accompanied by a low inquiry cost. It is quite logical to expect the consumer to be more interested in what the product will do for him than he would be in the product itself. In Product A it is interesting to compare the influence of positive and negative appeals. The "Result of Use" is the positive appeal which says, "This is what my product will do for you," and the "Result of Disuse"

represents the negative approach which says, "This is what will happen to you if you don't use my product." The fact that the cost per reply for the negative appeal is almost double that of the positive appeal would seem to indicate that the positive appeal is more effective.

TABLE 6.

An Analysis of Inquiry Costs According to the Illustration Theme

| Illustration Theme | Number of Ads. | Total Inquiries | Total Space Cost | Cost per Inquiry |
|---|---|---|---|---|
| | | (Product A) | | |
| Picture of Product | 30 | 1,419 | $ 22,286. | $ 15.71 |
| Result of Use | 65 | 4,072 | 49,603. | 12.18 |
| Result of Disuse | 5 | 189 | 4,035. | 21.35 |
| Irrelevant | 4 | 111 | 3,168. | 28.54 |
| | | (Product E) | | |
| Picture of Product | 6 | 1,103 | 5,625. | 5.10 |
| Product in Use | 43 | 35,745 | 106,279. | 2.97 |
| Result of Use | 1 | 1,010 | 3,700. | 3.66 |
| | | (Product C) | | |
| Result of Use | 8 | 19,625 | 21,922. | 1.12 |
| Irrelevant | 22 | 43,595 | 39,190. | .90 |
| | | (Product H) | | |
| Picture of Product | 5 | 13,356 | 25,200. | 1.89 |
| Product in Use | 8 | 28,287 | 52,025. | 1.84 |
| Result of Use | 6 | 24,411 | 37,425. | 1.53 |

The other four products did not display any variation in the illustration theme.

The importance of a coupon in influencing replies has been repeatedly demonstrated by advertising research, and although the evidence presented here is rather meagre, it strongly favors the notion that the easier you make it for a person to respond the more replies you will get. As shown in Table 7, Product B received inquiries at a cost of $ 12.88 from 67 advertisements without coupons while three ads. containing coupons produced inquiries at a cost of 58 cents each. Product H was able to secure inquiries at a lower cost by increasing the size of the coupon. The results of Product F seem contrary to the previous observations. However, the difference in cost per reply between the ads. with average coupons and those with large coupons is comparatively small. Moreover, it is questionable whether the difference in size between the average and the large coupons was sufficient to have any influence upon the reader.

Closely linked with the coupon as an important factor in modifying advertising response is the offer. The offer refers to that which is held out as a reward for returning a coupon. It may be a sample or a premium; or it may be nothing more than a catalog or other literature. In any event, the degree of response which an advertisement receives bears a direct relationship to the value of the offer. Thus if the offer is a free sample or a free premium the reader will be much more apt to respond than if it consisted merely of some free literature about the product. If a charge is made for the sample or the premium the returns tend to shrink sharply. Unfortunately the lack of variation in the nature of the offer by the advertisers included in this report has been very slight. What information there was bears out the conclusions outlined above. (See Table 45 in the Appendix)

TABLE 7.

An Analysis of Inquiry Costs According to the Use of a Coupon

| Use of a Coupon | Number of Ads. | Total Inquiries | Total Space Cost | Cost per Inquiry |
|---|---|---|---|---|
| | | (Product B) | | |
| No Coupon at All | 67 | 47,104 | $ 606,638. | $ 12.88 |
| Coupon Featured | 3 | 109,951 | 63,400. | .58 |
| | | (Product H) | | |
| Average Coupon | 5 | 18,609 | 37,500. | 2.02 |
| Large Coupon | 14 | 47,445 | 77,150. | 1.63 |
| | | (Product F) | | |
| Average Coupon | 4 | 96,410 | 36,900. | .38 |
| Large Coupon | 9 | 148,460 | 78,925. | .53 |

The other five products did not display any variation in the use of a coupon.

Another factor which was found to affect materially the volume of replies was the tying up of the offer in the body of the copy. For example, Product D ran 103 advertisements during the period covered

by this report and in 31 of these ads. reference was made to the coupon offer in the body of the copy. The other 72 ads. didn't contain this suggestion, in fact nothing was said about the offer except in the coupon. A comparison of the inquiry costs as revealed in Table 8 indicates that the use of the suggestion in the copy resulted in a decrease of more than 20 per cent in the cost per reply. This is shown graphically in Fig. 1.

TABLE 8.

Effect of Suggesting Sample Offer in the Body of the Copy

| Product D | Number of Ads. | Total Inquiries | Total Space Cost | Cost per Inquiry |
|---|---|---|---|---|
| Suggestion in body of Copy | 31 | 36,273 | $ 160,800. | $ 4.43 |
| No Suggestion in the Copy | 72 | 79,652 | 455,700. | 5.72 |

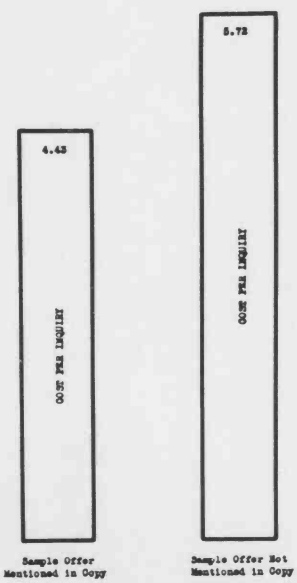


Fig. 1.- The Influence of Referring to the Coupon Offer in the Body of the Copy. (Based upon the advertising of Product D)

The majority of the advertisers included in this survey have not varied the size of their space sufficiently to reveal any consistent trends one way or another. Moreover, in the case of those advertisers who did use advertisements of different sizes, the sample is generally too small to form the basis for any sound conclusions. There are, however, one or two tendencies which are worthy of some attention. The reader will observe in Table 9 that the trend of inquiry costs for Product E is inversely related to the size of the space, with one exception. An increase in space by Product E produces a diminishing cost per reply until we reach 2/3s of a page. Then it turns suddenly upward.

TABLE 9.

An Analysis of Inquiry Costs According to Size of Space

| Size of Space | Number of Ads. | Total Inquiries | Total Space Cost | Cost per Inquiry |
|---|---|---|---|---|
| | | (Product E) | | |
| One-fourth Page | 16 | 3,606 | $ 23,949. | $ 6.64 |
| One-third Page | 6 | 1,440 | 8,860. | 6.15 |
| One-half Page | 22 | 27,381 | 65,075. | 2.38 |
| Two-thirds Page | 6 | 5,431 | 17,720. | 3.26 |
| | | (Product C) | | |
| One-half Page* | 6 | 27,831 | 25,650. | .92 |
| Two-thirds Page | 24 | 35,389 | 35,462. | 1.00 |
| | | (Product H) | | |
| One-half Page | 9 | 32,194 | 37,900. | 1.18 |
| Two-thirds Page | 4 | 6,983 | 15,000. | 2.15 |
| Full Page | 6 | 26,877 | 61,750. | 2.30 |

* All Ladies Home Journal

The other five products did not display any variation in the size of space.

This might have remained a rather insignificant observation had it not been for the fact that two other products revealed precisely the same situation. In other words, an increase in space from one-half to two-thirds page is accompanied in all three cases by an increase in inquiry cost.

It was immediately observed that the difference in size between one-half page and two-thirds page was relatively slight, and upon examination it was found that the use of either space was determined by the mechanical requirements of the magazines in which the advertisements appeared. For, example, most publications divide their pages into four columns, hence it is customary for advertisers to prepare one-half

page advertisements which can be slightly modified to suit the mechanical requirements of those publications which divide their pages into three columns. In other words, the same advertisement appears in one-half page space in one publication and in two-thirds page space in another publication. The following figures from actual records indicate the variation in advertising response which was received by one advertiser who inserted the same advertisement in both one-half and two-thirds page space.

| Size of Space | Number of Ads. | Total Inquiries | Total Space Cost | Cost per Inquiry |
|---|---|---|---|---|
| 1/2 Page Copy A | 9 | 12,736 | $ 26,550. | $ 2.08 |
| 2/3 Page Copy A | 3 | 2,730 | 8,860. | 3.25 |
| 1/2 Page Copy B | 8 | 8,554 | 19,275. | 2.25 |
| 2/3 Page Copy B | 3 | 2,701 | 8,860. | 3.28 |

As far as the advertiser is concerned the change from one-half page to two-third page is generally accompanied by a substantial increase in expenditure and it is extremely improbable that the larger space exerts sufficient added influence to justify its higher cost.

That there is a general preference among advertising men for the right-hand position is indicated by the preponderance of advertising that appears in this position. It is believed that the findings in the present analysis are especially interesting because they are contrary to the accepted belief. Thus an examination of Table 10 reveals a lower cost per reply for the left-hand position in every case except two, and in one of these the difference is so small as to be almost negligible. Moreover, in several instances the margin in favor of the left-hand page is quite substantial. This is illustrated graphically in Fig. 2. As far as this investigation is concerned, there can be no doubt that the left-hand position has been more effective than the right-hand position. Furthermore, inside pages have been far more productive than cover pages. This is very clearly indicated in the analysis of Products D and G. The poor showing made by cover pages may be due in part to a reluctance on the part of magazine readers to mutilate the cover of their magazine by clipping a coupon. When the magazine is new they hesitate to clip the coupon and by the time the magazine becomes old they have forgotten about it. Conversations with magazine readers seem to confirm the above observations.

TABLE 10.

An Analysis of Inquiry Costs According to the Position in the Publication

| Position | Number of Ads. | Total Inquiries | Total Space Cost | Cost per Inquiry |
|---|---|---|---|---|
| | | (Product D) | | |
| Right-hand Page | 126 | 122,363 | $ 602,170. | $ 4.92 |
| Left-hand Page | 11 | 9,486 | 33,405. | 3.52 |
| Back Cover Page | 14 | 17,144 | 114,600. | 6.68 |
| Page One | 91 | 103,065 | 526,510. | 5.11 |
| Next to Reading | 46 | 28,784 | 109,065. | 3.79 |
| | | (Product A) | | |
| Right-hand Page | 26 | 1,707 | 23,364. | 13.69 |
| Left-hand Page | 36 | 2,671 | 34,193. | 12.80 |
| | | (Product B) | | |
| Right-hand Page | 11 | 10,124 | 115,950. | 11.45 |
| Left-hand Page | 31 | 28,416 | 277,750. | 9.77 |
| Two-page Spread | 12 | 117,650 | 247,200. | 2.10 |
| Two-page Spread (coupon ads. omitted) | 9 | 7,699 | 183,800. | 23.87 |
| | | (Product E) | | |
| Right-hand Page | 39 | 33,164 | 92,568. | 2.79 |
| Left-hand Page | 11 | 4,694 | 23,037. | 4.91 |
| | | (Product C) | | |
| Right-hand Page | 13 | 33,239 | 33,150. | 1.00 |
| Left-hand Page | 6 | 22,068 | 23,550. | 1.07 |
| | | (Product H) | | |
| Right-hand Page | 9 | 29,052 | 54,075 | 1.86 |
| Left-hand Page | 10 | 37,002 | 60,575 | 1.64 |
| | | (Product G) | | |
| Right-hand Page | 6 | 13,182 | 59,500. | 4.51 |
| Left-hand Page | 3 | 9,728 | 32,100. | 3.30 |
| 2nd or 3rd Cover | 3 | 3,041 | 26,600. | 8.75 |
| | | (Product F) | | |
| Right-hand Page | 6 | 114,737 | 60,000. | .52 |
| Left-hand Page | 2 | 47,470 | 20,850. | .44 |

In general, the evidence uncovered by an analysis of headline lengths seems more or less in harmony with advertising principles. For example, six of the eight prod-

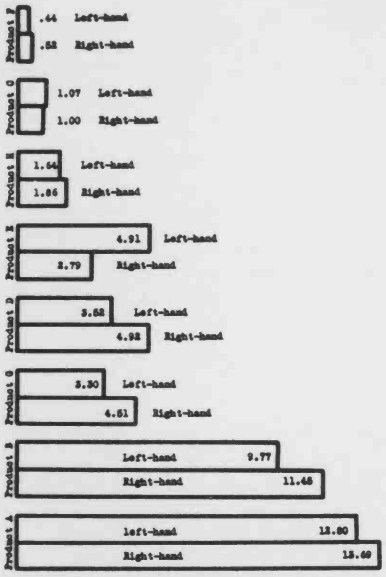


Fig. 2.- The Influence of Position Upon Advertising Response. (Based upon the calculated cost per reply for right and left-hand pages)

ucts showed a lower cost per reply for advertisements with a short headline. The other two products did not vary the length of the headline sufficiently to make comparisons. As may be seen in Table 11, the difference in cost per reply for long and short headlines is in some cases considerable. This is perhaps best illustrated in Fig.3. In the case of Product A however, the variation between the two headlines is not nearly so great as these figures would seem to imply. In examining the advertisements of Product A it was often very difficult to decide which was the headline and which was the sub-head. In this analysis the sub-head was not considered as part of the headline unless it was absolutely essential in completing the thought. The scheme of classification used here is not an arbitrary one. In order to determine the average headline length, 200 advertisements were examined in three general magazines. It was found that the average number of words varied from five to eight. In the present analysis an attempt was made to classify headlines into three groups,

TABLE 11.

An Analysis of Inquiry Costs According to the Length of Headline

| Length of Headline | Number of Ads. | Total Inquiries | Total Space Cost | Cost per Inquiry |
|---|---|---|---|---|
| | | (Product D) | | |
| One to 8 Words | 71 | 74,581 | $ 318,160. | $ 4.27 |
| Over 8 Words | 86 | 74,896 | 435,255. | 5.81 |
| | | (Product A) | | |
| One to 8 Words | 94 | 5,477 | 71,513. | 13.06 |
| Over 8 Words | 10 | 314 | 7,579. | 24.14 |
| | | (Product B) | | |
| One to 8 Words | 35 | 22,109 | 282,222. | 12.77 |
| Over 8 Words | 32 | 24,995 | 330,086. | 13.21 |
| | | (Product C) | | |
| One to 8 Words | 17 | 41,984 | 36,891. | .88 |
| Over 8 Words | 13 | 21,236 | 24,221. | 1.14 |
| | | (Product H) | | |
| One to 8 Words | 11 | 44,564 | 77,150. | 1.73 |
| Over 8 Words | 8 | 21,490 | 37,500. | 1.74 |
| | | (Product G) | | |
| One to 8 Words | 5 | 13,471 | 49,500. | 3.67 |
| Over 8 Words | 7 | 12,480 | 68,700. | 5.50 |

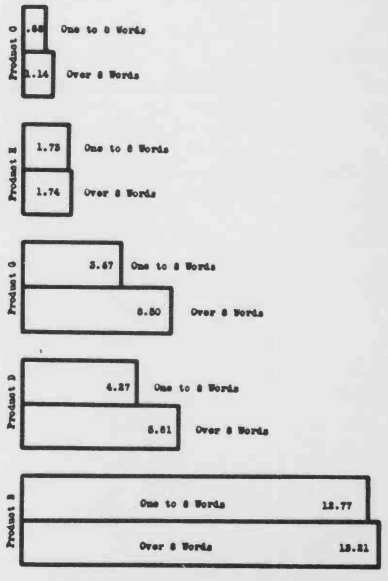


Fig. 3.- The Influence of Headline Length Upon Advertising Response. (Product A was not considered a fair sample and was omitted from this chart. Two other products did not show sufficient variation)

namely (1) up to five words, (2) five to eight words, and (3) over eight words in length. It was found, however, that headlines under five words in length were used so seldom that it was impossible to make a comparison. Hence the classification was simplified as shown in Table 11.

## Variations Traceable to Elements Within the Circulation

The existence of variations in productiveness between publications has already been indicated in a limited way. However, the primary purpose here is to demonstrate the consistency of these variations and to attempt as far as possible to formulate general principles which will aid in the explanation of variations between publications.

As far as the advertiser is concerned, a publication is merely an instrument which tends to segregate society into homogeneous groups of people with common bonds of interest. These people have been united by one common interest, namely the editorial appeal of the magazine, and if they did not have at least one interest in common they would not be reading the magazine.

The extent to which a person will be a potential purchaser of any product or service depends upon his habits, his interests and his economic status. For example, prospects for golf clubs would most logically be found among men who have an interest in golf and whose income is above the average. That there is a definite variation between advertising campaigns directed to different reader groups is clearly indicated in Table 12. These are actual results from three separate campaigns directed to, (1) women in upper income group, (2) women in lower income group, and (3) to men. In all three campaigns the publications were carefully selected to reach the people to whom the message was addressed. The results are presented graphically in Fig. 4.

In order to indicate the consistency of the variations between publications, the cost per reply was calculated separately for each magazine and for each product. The results are shown in Tables 13 to 20. As may be seen, the variations between publications are often quite substantial.

TABLE 12.

Comparison of Three Campaigns Directed to Different Consumer Groups*

| Consumer Group | Number of Ads. | Total Inquiries | Total Space Cost | Cost per Inquiry |
|---|---|---|---|---|
| Women in Upper Income Class | 76 | 90,822 | $ 464,500. | ¢ 5.11 |
| Women in Lower Income Class | 76 | 37,834 | 135,150. | 3.57 |
| Men in Upper Income Class | 51 | 29,206 | 111,765. | 3.83 |

*Based upon all the advertisements of Product D.

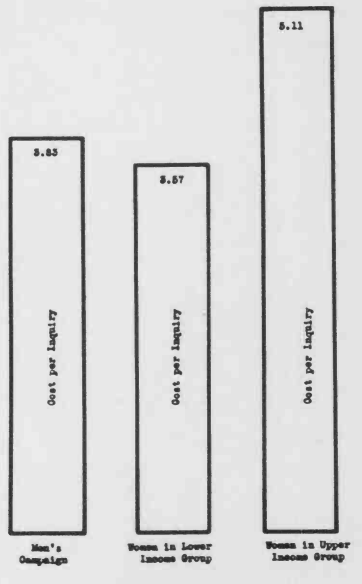


Fig. 4.- Comparison of Inquiry Costs on Campaigns Directed to Different Consumer Groups. (Based upon the advertising of Product D)

For example, in Product A the cost per reply in Motion Picture Unit was $ 9.67 and in Holland's $ 29.51. It would be a mistake to assume from this comparison that the advertising in Motion Picture has been three times as productive. As a matter of fact, the advertisements in Holland's may have influenced a larger percentage of people to buy Product A than did the advertisements in Motion Picture Unit. In general, people in the higher social strata do not clip coupons nearly so readily as do people in the lower income groups. This is indicated by the fact that all through the present study the publications reaching lower income groups consistently show lower inquiry costs. One obvious exception to this observation exists in the case of the variations between Motion Picture and Photoplay as shown in Tables 13 and 16. As far as editorial appeal is concerned, both are directed to essentially the same group of readers and both should produce relatively the same response.

TABLE 13.

Analysis of Inquiry Costs According to Publications

Product A.

| Magazine | Number of Ads. | Total Inquiries | Total Space Cost | Cost per Inquiry |
|---|---|---|---|---|
| American | 7 | 291 | $ 6,831.00 | $ 23.47 |
| Collier's Weekly | 7 | 425 | 4,972.50 | 11.70 |
| Cosmopolitan | 2 | 105 | 1,827.50 | 17.40 |
| Delineator | 6 | 495 | 5,883.75 | 11.89 |
| Good Housekeeping | 5 | 234 | 5,631.25 | 24.07 |
| Holland's | 5 | 36 | 1,062.50 | 29.51 |
| Ladies' Home Journal | 6 | 624 | 6,412.50 | 10.28 |
| Liberty | 8 | 431 | 7,381.81 | 17.13 |
| Literary Digest | 4 | 200 | 2,380.00 | 11.90 |
| McCall's | 6 | 455 | 5,550.00 | 12.20 |
| Motion Picture Unit | 4 | 123 | 1,190.00 | 9.67 |
| Pathfinder | 4 | 120 | 1,190.00 | 9.92 |
| Photoplay | 3 | 43 | 1,194.00 | 27.77 |
| Pictorial Review | 5 | 311 | 4,062.50 | 13.06 |
| Red Book | 3 | 64 | 1,245.00 | 19.45 |
| Romance Group | 4 | 52 | 799.00 | 15.37 |
| Saturday Evening Post | 6 | 544 | 5,400.00 | 9.93 |
| Screenland Unit | 3 | 81 | 476.00 | 8.81 |
| Tower Group | 3 | 111 | 1,721.25 | 15.51 |
| True Story | 6 | 396 | 5,610.00 | 14.17 |
| Woman's Home Comp. | 7 | 650 | 8,032.00 | 12.36 |

It would seem that the closer the audience is tied up with an interest which is in harmony with the product, the greater are the chances of securing a maximum response from advertising in that publication. By way of illustration, let us take the case of an advertisement on baking powder addressed to housewives and appearing in the Ladies' Home Journal and Pictorial Review. In the one case you have a publication whose primary appeal is in the home while in the other the appeal is dominantly based upon fashion. Under these circumstances one would expect to receive a far greater response from that publication whose primary appeal is in harmony with the product, which is in this instance the Ladies' Home Journal.

TABLE 14.

Analysis of Inquiry Costs According to Publications

Product B

| Magazine | Number of Ads. | Total Inquiries | Total Space Cost | Cost per Inquiry |
|---|---|---|---|---|
| Better Homes & Gard. | 4 | 1,602 | $ 25,600. | $ 15.98 |
| Delineator | 9 | 8,066 | 93,000. | 11.53 |
| Farm & Ranch | 3 | 64 | 3,[illegible]. | 5.61 |
| Forecast | 5 | 0 | 3,150. | -- |
| Good Housekeeping | 8 | 28,504 | 101,200. | 3.55* |
| Holland's | 8 | 801 | 22,400. | 27.97 |
| Ladies' Home Journal | 8 | 49,237 | 123,750. | 2.51* |
| McCall's | 9 | 11,183 | 105,600. | 9.44 |
| Pictorial Review | 8 | 7,170 | 68,000. | 9.48 |
| Woman's Home Comp. | 8 | 50,428 | 123,750. | 2.45* |

*Including one ad. which carried a coupon

TABLE 15.

Analysis of Inquiry Costs According to Publications

Product C

| Magazine | Number of Ads. | Total Inquiries | Total Space Cost | Cost per Inquiry |
|---|---|---|---|---|
| Child Life | 6 | 4,077 | $ 2,562. | $ .63 |
| Good Housekeeping | 7 | 20,609 | 26,250. | 1.27 |
| Junior Home | 5 | 3,836 | 1,850. | .48 |
| Ladies' Home Journal | 6 | 27,831 | 25,650. | .92 |
| Parents' Magazine | 6 | 6,867 | 4,800. | .70 |

While it has been generally held that a large volume of advertising in a given publication materially reduces the chances of any one advertisement being read, it was impossible to find evidence to support this view. On the other hand, a comparison of the trends of inquiry costs and the

volume of magazine advertising as revealed in Figs. 5 and 6 would seem to indicate that advertising volume has no effect whatever on the volume of inquiries. For example, the graphs reveal low inquiry costs when the advertising volume is heavy and vice versa. However, here again the reader is cautioned against assuming that this condition would prevail in any other year or with any other group of products.

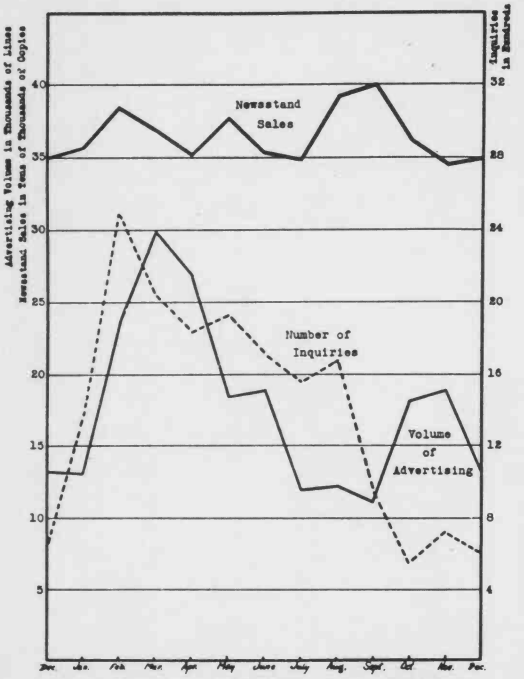


Fig. 5.- Seasonal Trend of Replies Compared with Volume of Advertising and Newsstand Sales. (Based upon the advertising of Product D in Pictorial Review during the year 1932.)

Undoubtedly some of the variations between publications can be explained upon the basis of frequency of issue and length of life. Normally a newspaper lasts for only a day whereas a magazine may continue to produce replies for weeks and even several months after the date of issue. An examination of the inquiry records of three products reveals that more than ten per cent of the replies are received after the expiration of three months.

Since the life of weekly magazines is generally much shorter than that of monthlies, we should expect to find a much higher cost per reply for weeklies. However, some weeklies such as Saturday Evening Post, have a much longer life due to the large volume of fiction which they contain. This tendency can be seen in Table 16 showing comparisons of inquiry costs by publications for Product D. Here the cost per reply for Time and Literary Digest is two to three times that of Saturday Evening Post. The explanation would seem to be that Time and Literary Digest are purely news weeklies and as such their span of life does not usually extend beyond one week. Thus we should expect them to produce inquiries at a higher cost.

TABLE 16.

Analysis of Inquiry Costs According to Publications

Product D

| Magazine | Number of Ads. | Total Inquiries | Total Space Cost | Cost per Inquiry |
|---|---|---|---|---|
| American Magazine | 6 | 7,390 | $ 30,240. | $ 4.09 |
| Christian Herald | 6 | 484 | 3,240. | 6.69 |
| Collier's Weekly | 13 | 11,349 | 53,800. | 4.74 |
| Cosmopolitan | 12 | 8,305 | 50,400. | 6.07 |
| Delineator | 11 | 14,345 | 77,000. | 5.37 |
| Good Housekeeping | 12 | 9,677 | 67,200. | 6.94 |
| Ladies' Home Journal | 11 | 19,151 | 99,000. | 5.17 |
| Liberty | 3 | 3,662 | 30,000. | 8.19 |
| Literary Digest | 11 | 2,751 | 22,550. | 8.20 |
| McCall's | 11 | 16,959 | 81,400. | 4.80 |
| Modern Magazines | 12 | 5,594 | 16,800. | 3.00 |
| Motion Picture Unit | 12 | 4,632 | 18,000. | 3.89 |
| Photoplay | 12 | 3,203 | 16,320. | 5.10 |
| Physical Culture | 12 | 1,822 | 8,400. | 4.61 |
| Pictorial Review | 12 | 17,385 | 82,500. | 4.75 |
| Red Book | 12 | 4,431 | 23,800. | 5.37 |
| Romance Group | 12 | 4,607 | 11,400. | 2.47 |
| Saturday Evening Post | 11 | 13,071 | 39,600. | 3.03 |
| Time | 11 | 839 | 11,275. | 13.44 |
| Tower Magazines | 12 | 5,406 | 30,000. | 5.55 |
| True Story | 12 | 16,640 | 48,000. | 2.88 |
| Woman's Home Comp. | 11 | 19,780 | 99,000. | 5.01 |

No analysis of the variations between publications would be complete without a consideration of the part played by magazine duplication. Like the old proverb which states that "constant dropping will wear away the hardest stone," constant repetition of an advertising message will finally convince even the skeptical. For example, suppose that a woman receives four magazines: Ladies' Home Journal, Pictorial Review, Good Housekeeping and McCall's. If

an advertiser uses all of these magazines the woman will be exposed to his advertising message four times each month. Obviously, under these conditions the advertiser will stand a far better chance of having a coupon returned than he would if the woman read only the Ladies' Home Journal.

TABLE 17.

Analysis of Inquiry Costs According to Publications

Product E

| Magazine | Number of Ads. | Total Inquiries | Total Space Cost | Cost per Inquiry |
|---|---|---|---|---|
| American Home | 4 | 752 | $ 2,250. | $ 2.99 |
| American Magazine | 4 | 1,979 | 9,180. | 4.64 |
| Collier's Weekly | 2 | 1,477 | 5,200. | 3.52 |
| Delineator | 5 | 5,577 | 14,000. | 2.51 |
| Good Housekeeping | 4 | 2,789 | 11,250. | 4.03 |
| House Beautiful | 1 | 73 | 500. | 6.85 |
| House & Garden | 4 | 287 | 1,800. | 6.27 |
| Ladies Home Journal | 4 | 5,215 | 12,825. | 2.46 |
| Literary Digest | 4 | 2,103 | 6,150. | 2.92 |
| McCall's Magazine | 5 | 5,661 | 14,800. | 2.61 |
| Pictorial Review | 4 | 3,732 | 9,750. | 2.61 |
| Saturday Evening Post | 4 | 3,107 | 10,800. | 3.48 |
| Woman's Home Comp. | 5 | 5,106 | 17,099. | 3.35 |

TABLE 18.

Analysis of Inquiry Costs According to Publications

Product F

| Magazine | Number of Ads. | Total Inquiries | Total Space Cost | Cost per Inquiry |
|---|---|---|---|---|
| Delineator | 3 | 58,090 | $ 27,900. | $ .48 |
| Household | 1 | 12,469 | 7,500. | .60 |
| Ladies' Home Journal | 3 | 59,608 | 33,750. | .57 |
| McCall's Magazine | 3 | 70,232 | 28,800. | .41 |
| Tower Magazines | 1 | 5,318 | 4,375. | .82 |
| True Story | 2 | 39,153 | 13,500. | .34 |

TABLE 19.

Analysis of Inquiry Costs According to Publications

Product G

| Magazine | Number of Ads. | Total Inquiries | Total Space Cost | Cost per Inquiry |
|---|---|---|---|---|
| Delineator | 2 | 6,304 | $ 18,600. | $ 2.95 |
| Good Housekeeping | 2 | 2,448 | 18,400. | 7.52 |
| Ladies' Home Journal | 2 | 4,703 | 22,500. | 4.78 |
| McCall's Magazine | 2 | 2,604 | 19,200. | 7.37 |
| Pictorial Review | 2 | 2,210 | 17,000. | 7.69 |
| Woman's Home Comp. | 2 | 7,682 | 22,500. | 2.93 |

TABLE 20.

Analysis of Inquiry Costs According to Publications

Product H

| Magazine | Number of Ads. | Total Inquiries | Total Space Cost | Cost per Inquiry |
|---|---|---|---|---|
| Good Housekeeping | 6 | 17,692 | $ 33,400. | $ 1.89 |
| Ladies' Home Journal | 6 | 21,539 | 32,625. | 1.51 |
| McCall's Magazine | 2 | 8,293 | 13,300. | 1.60 |
| Woman's Home Comp. | 5 | 18,530 | 35,325. | 1.91 |

In order to indicate the extent of duplication existing between the magazines covered by this report, actual figures on duplication were secured from a study by the American Association of Advertising Agencies entitled, "Magazine Circulations

TABLE 21.

Overlapping Between Publications

Pictorial Review

| | Total Circulation | Amount of Duplication | Per Cent of Duplication |
|---|---|---|---|
| Pictorial Review | 2,318,802 | | 8.70 |
| American Magazine | 2,225,549 | 201,797 | 9.07 |
| Pictorial Review | 2,318,802 | | .75 |
| Child Life Magazine | 176,813 | 17,342 | 9.78 |
| Pictorial Review | 2,318,802 | | 8.00 |
| Collier's | 2,174,899 | 185,512 | 8.53 |
| Pictorial Review | 2,318,802 | | 7.51 |
| Cosmopolitan | 1,521,161 | 174,082 | 11.44 |
| Pictorial Review | 2,318,802 | | 6.71 |
| Delineator | 2,184,363 | 155,560 | 7.12 |
| Pictorial Review | 2,318,802 | | 9.09 |
| Good Housekeeping | 1,697,215 | 210,787 | 12.42 |
| Pictorial Review | 2,318,802 | | 10.68 |
| Ladies' Home Journal | 2,409,468 | 247,671 | 10.28 |
| Pictorial Review | 2,318,802 | | 5.74 |
| Literary Digest | 1,544,390 | 133,036 | 8.61 |
| Pictorial Review | 2,318,802 | | 9.92 |
| McCall's Magazine | 2,346,265 | 229,980 | 9.80 |
| Pictorial Review | 2,318,802 | | .70 |
| Parents' Magazine | 115,170 | 16,270 | 14.16 |
| Pictorial Review | 2,318,802 | | 3.89 |
| Red Book Magazine | 581,028 | 90,159 | 15.51 |
| Pictorial Review | 2,318,802 | | 15.67 |
| Saturday Evening Post | 2,777,560 | 363,331 | 13.08 |
| Pictorial Review | 2,318,802 | | .72 |
| Time | 291,107 | 16,703 | 5.74 |
| Pictorial Review | 2,318,802 | | 10.27 |
| Woman's Home Companion | 2,522,206 | 238,119 | 9.44 |

-- Analysis of Overlapping." These figures are shown in Table 21. In the first place, there is a substantial degree of duplication between the majority of the magazines included in the present study. In many instances the amount of duplication exceeds thirty per cent of the entire circulation. For example, over a million people receive both the Ladies' Home Journal and Saturday Evening Post. In other words, Saturday Evening Post duplicates Ladies' Home Journal 42.5%.

TABLE 21. (con.)

Overlapping Between Publications

Good Housekeeping

| | Total Circulation | Amount of Duplication | Per Cent of Duplication |
|---|---|---|---|
| Good Housekeeping | 1,697,215 | | 15.10 |
| American Magazine | 2,225,549 | 256,220 | 11.51 |
| Good Housekeeping | 1,697,215 | | 2.68 |
| Child Life Magazine | 176,813 | 45,490 | 25.73 |
| Good Housekeeping | 1,697,215 | | 9.06 |
| Collier's Weekly | 2,174,899 | 153,658 | 7.06 |
| Good Housekeeping | 1,697,215 | | 26.98 |
| Cosmopolitan | 1,521,161 | 457,889 | 30.10 |
| Good Housekeeping | 1,697,215 | | 13.93 |
| Delineator | 2,184,363 | 236,385 | 10.82 |
| Good Housekeeping | 1,697,215 | | 16.43 |
| Ladies' Home Journal | 2,409,468 | 278,814 | 11.57 |
| Good Housekeeping | 1,697,215 | | 13.91 |
| Literary Digest | 1,544,390 | 236,110 | 15.29 |
| Good Housekeeping | 1,697,215 | | 13.35 |
| McCall's Magazine | 2,346,265 | 226,614 | 9.66 |
| Good Housekeeping | 1,697,215 | | 2.68 |
| Parents' Magazine | 115,170 | 45,506 | 39.53 |
| Good Housekeeping | 1,697,215 | | 12.42 |
| Pictorial Review | 2,318,802 | 210,787 | 9.09 |
| Good Housekeeping | 1,697,215 | | 3.53 |
| Red Book Magazine | 581,028 | 59,879 | 10.30 |
| Good Housekeeping | 1,697,215 | | 32.99 |
| Saturday Evening Post | 2,777,560 | 559,934 | 20.16 |
| Good Housekeeping | 1,697,215 | | 3.39 |
| Time | 291,107 | 57,515 | 19.75 |
| Good Housekeeping | 1,697,215 | | 14.85 |
| Woman's Home Companion | 2,522,206 | 252,002 | 9.99 |

The object in introducing a consideration of magazine overlapping is not to suggest that duplication is desirable, but merely to indicate that the presence of a high degree of duplication has a tendency to stimulate the replies of one or both magazines, assuming that both magazines are used consistently in the advertising campaign. Space would not permit the listing of duplication figures for each and every magazine included in this survey. It is believed those shown are typical.

TABLE 21. (con.)

Overlapping Between Publications

McCall's Magazine

| | Total Circulation | Amount of Duplication | Per Cent of Duplication |
|---|---|---|---|
| McCall's Magazine | 2,346,265 | | 10.51 |
| American Magazine | 2,225,549 | 246,592 | 11.08 |
| McCall's Magazine | 2,346,265 | | .83 |
| Child Life Magazine | 176,813 | 19,418 | 10.95 |
| McCall's Magazine | 2,346,265 | | 6.63 |
| Collier's Weekly | 2,174,899 | 155,531 | 7.15 |
| McCall's Magazine | 2,346,265 | | 6.87 |
| Cosmopolitan | 1,521,161 | 161,140 | 10.59 |
| McCall's Magazine | 2,346,265 | | 6.56 |
| Delineator | 2,184,363 | 153,847 | 7.04 |
| McCall's Magazine | 2,346,265 | | 9.66 |
| Good Housekeeping | 1,697,215 | 226,614 | 13.35 |
| McCall's Magazine | 2,346,265 | | 11.07 |
| Ladies' Home Journal | 2,409.468 | 259,737 | 10.78 |
| McCall's Magazine | 2,346,265 | | 6.08 |
| Literary Digest | 1,544,390 | 142,678 | 9.24 |
| McCall's Magazine | 2,346,265 | | .65 |
| Parents' Magazine | 115,170 | 15,296 | 13.32 |
| McCall's Magazine | 2,346,265 | | 9.80 |
| Pictorial Review | 2,318,802 | 229,980 | 9.92 |
| McCall's Magazine | 2,346,265 | | 2.27 |
| Red Book Magazine | 581,028 | 53,212 | 9.15 |
| McCall's Magazine | 2,346,265 | | 16.53 |
| Saturday Evening Post | 2,777,560 | 387,793 | 13.96 |
| McCall's Magazine | 2,346,265 | | .57 |
| Time | 291,107 | 13,383 | 4.60 |
| McCall's Magazine | 2,346,265 | | 12.00 |
| Woman's Home Companion | 2,522,206 | 281,515 | 11.16 |

TABLE 21. (con.)

Overlapping Between Publications

Woman's Home Companion

| | Total Circulation | Amount of Duplication | Per Cent of Duplication |
|---|---|---|---|
| Woman's Home Companion | 2,522,206 | | 43.59 |
| American Magazine | 2,225,549 | 1,099,426 | 49.40 |
| Woman's Home Companion | 2,522,206 | | .79 |
| Child Life Magazine | 176,813 | 19,917 | 11.26 |
| Woman's Home Companion | 2,522,206 | | 37.82 |
| Collier's Weekly | 2,174,899 | 953,905 | 43.86 |
| Woman's Home Companion | 2,522,206 | | 7.24 |
| Cosmopolitan | 1,521,161 | 182,574 | 12.00 |
| Woman's Home Companion | 2,522,206 | | 7.11 |
| Delineator | 2,184,363 | 179,333 | 8.21 |
| Woman's Home Companion | 2,522,206 | | 9.99 |
| Good Housekeeping | 1,697,215 | 252,002 | 14.85 |
| Woman's Home Companion | 2,522,206 | | 12.27 |
| Ladies' Home Journal | 2,409,468 | 309,426 | 12.84 |
| Woman's Home Companion | 2,522,206 | | 6.47 |
| Literary Digest | 1,544,390 | 163,215 | 10.57 |
| Woman's Home Companion | 2,522,206 | | 11.16 |
| McCall's Magazine | 2,346,265 | 281,515 | 12.00 |
| Woman's Home Companion | 2,522,206 | | .73 |
| Parents' Magazine | 115,170 | 18,345 | 15.87 |
| Woman's Home Companion | 2,522,206 | | 9.44 |
| Pictorial Review | 2,318,802 | 238,119 | 10.27 |
| Woman's Home Companion | 2,522,206 | | 7.49 |
| Red Book Magazine | 581,028 | 188,903 | 32.51 |
| Woman's Home Companion | 2,522,206 | | 23.97 |
| Saturday Evening Post | 2,777,560 | 604,624 | 21.77 |
| Woman's Home Companion | 2,522,206 | | .77 |
| Time | 291,107 | 19,492 | 6.72 |

Delineator

| | Total Circulation | Amount of Duplication | Per Cent of Duplication |
|---|---|---|---|
| Delineator | 2,184,363 | | 8.13 |
| American Magazine | 2,225,549 | 177,549 | 7.98 |
| Delineator | 2,184,363 | | 1.03 |
| Child Life Magazine | 176,813 | 22,522 | 12.75 |
| Delineator | 2,184,363 | | 7.02 |
| Collier's Weekly | 2,174,899 | 153,336 | 7.05 |
| Delineator | 2,184,363 | | 12.02 |
| Cosmopolitan | 1,521,161 | 262,633 | 17.27 |
| Delineator | 2,184,363 | | 10.82 |
| Good Housekeeping | 1,697,215 | 236,385 | 13.93 |
| Delineator | 2,184,363 | | 8.77 |
| Ladies' Home Journal | 2,409,468 | 191,561 | 7.95 |
| Delineator | 2,184,363 | | 6.78 |
| Literary Digest | 1,544,390 | 148,104 | 9.59 |
| Delineator | 2,184,363 | | 7.04 |
| McCall's Magazine | 2,346,265 | 153,847 | 6.56 |
| Delineator | 2,184,363 | | 1.01 |
| Parents' Magazine | 115,170 | 22,018 | 19.08 |
| Delineator | 2,184,363 | | 7.12 |
| Pictorial Review | 2,318,802 | 155,560 | 6.71 |
| Delineator | 2,184,363 | | 3.01 |
| Red Book Magazine | 581,028 | 65,762 | 11.32 |
| Delineator | 2,184,363 | | 10.63 |
| Saturday Evening Post | 2,777,560 | 232,201 | 8.36 |
| Delineator | 2,184,363 | | .98 |
| Time | 291,107 | 21,373 | 7.33 |
| Delineator | 2,184,363 | | 8.21 |
| Woman's Home Companion | 2,522,206 | 179,333 | 7.11 |

Ladies' Home Journal

| | Total Circulation | Amount of Duplication | Per Cent of Duplication |
|---|---|---|---|
| Ladies' Home Journal | 2,409,468 | | 9.99 |
| American Magazine | 2,225,549 | 240,644 | 10.81 |
| Ladies' Home Journal | 2,409,468 | | 1.11 |
| Child Life Magazine | 176,813 | 26,731 | 15.11 |
| Ladies' Home Journal | 2,409,468 | | 5.61 |
| Collier's Weekly | 2,174,899 | 135,116 | 6.21 |
| Ladies' Home Journal | 2,409,468 | | 7.49 |
| Cosmopolitan | 1,521,161 | 180,440 | 11.86 |
| Ladies' Home Journal | 2,409,468 | | 7.95 |
| Delineator | 2,184,363 | 191,561 | 8.77 |
| Ladies' Home Journal | 2,409,468 | | 11.57 |
| Good Housekeeping | 1,697,215 | 278,814 | 16.43 |
| Ladies' Home Journal | 2,409,468 | | 7.57 |
| Literary Digest | 1,544,390 | 182,395 | 11.81 |
| Ladies' Home Journal | 2,409,468 | | 10.78 |
| McCall's Magazine | 2,346,265 | 259,737 | 11.07 |
| Ladies' Home Journal | 2,409,468 | | .83 |
| Parents' Magazine | 115,170 | 19,979 | 17.33 |
| Ladies' Home Journal | 2,409,468 | | 10.28 |
| Pictorial Review | 2,318,802 | 247,671 | 10.68 |
| Ladies' Home Journal | 2,409,468 | | 2.60 |
| Red Book Magazine | 581,028 | 62,641 | 10.78 |
| Ladies' Home Journal | 2,409,468 | | 42.50 |
| Saturday Evening Post | 2,777,560 | 1,023,917 | 36.86 |
| Ladies' Home Journal | 2,409,468 | | 1.16 |
| Time | 291,107 | 27,919 | 9.58 |
| Ladies' Home Journal | 2,409,468 | | 12.84 |
| Woman's Home Companion | 2,522,206 | 309,426 | 12.27 |

TABLE 22.

An Analysis of Inquiry Costs According to Publications

| Publications | Product A | Product B | Product C | Product D | Product E | Product F | Product G | Product H | Product I** |
|---|---|---|---|---|---|---|---|---|---|
| American Home | --- | --- | --- | --- | 2.99 | --- | --- | --- | --- |
| American Magazine | 23.47 | --- | --- | 4.09 | 4.64 | --- | --- | --- | --- |
| Better Homes & Gardens | --- | 15.98 | --- | --- | --- | --- | --- | --- | --- |
| Child Life | --- | --- | .63 | --- | --- | --- | --- | --- | .47 |
| Christian Herald | --- | --- | --- | 6.69 | --- | --- | --- | --- | --- |
| Collier's Weekly | 11.70 | --- | --- | 4.74 | 3.52 | --- | --- | --- | --- |
| Cosmopolitan | 17.40 | --- | --- | 6.07 | --- | --- | --- | --- | --- |
| Delineator ✓ | 11.89 | 11.53 | --- | 5.37 | 2.51 | .48 | 2.95 | --- | 1.01 |
| Farm & Ranch | --- | 5.61 | --- | --- | --- | --- | --- | --- | --- |
| Good Housekeeping ✓ | 24.07 | 3.55* | 1.27 | 6.94 | 4.03 | --- | 7.52 | 1.89 | .99 |
| Holland's | 29.51 | 27.97 | --- | --- | --- | --- | --- | --- | --- |
| House & Garden | --- | --- | --- | --- | 6.27 | --- | --- | --- | --- |
| House Beautiful | --- | --- | --- | --- | 6.85 | --- | --- | --- | --- |
| Household | --- | --- | --- | --- | --- | .60 | --- | --- | --- |
| Junior Home | --- | --- | .48 | --- | --- | --- | --- | --- | --- |
| Ladies' Home Journal ✓ | 10.28 | 2.51* | .92 | 5.17 | 2.46 | .57 | 4.78 | 1.51 | 1.44 |
| Liberty | 17.13 | --- | --- | 8.19 | --- | --- | --- | --- | --- |
| Literary Digest | 11.90 | --- | --- | 8.20 | 2.92 | --- | --- | --- | --- |
| McCall's ✓ | 12.20 | 9.44 | --- | 4.80 | 2.61 | .41 | 7.37 | 1.60 | .93 |
| Modern Magazines | --- | --- | --- | 3.00 | --- | --- | --- | --- | --- |
| Motion Picture Unit | 9.67 | --- | --- | 3.89 | --- | --- | --- | --- | --- |
| Parent's Magazine | --- | --- | .70 | --- | --- | --- | --- | --- | 2.18 |
| Pathfinder | 9.92 | --- | --- | --- | --- | --- | --- | --- | --- |
| Photoplay | 27.77 | --- | --- | 5.10 | --- | --- | --- | --- | --- |
| Physical Culture | --- | --- | --- | 4.61 | --- | --- | --- | --- | 1.30 |
| Pictorial Review ✓ | 13.06 | 9.48 | --- | 4.75 | 2.61 | --- | 7.69 | --- | --- |
| Red Book Magazine | 19.45 | --- | --- | 5.37 | --- | --- | --- | --- | --- |
| Romance Group | 15.37 | --- | --- | 2.47 | --- | --- | --- | --- | --- |
| Saturday Evening Post | 9.93 | --- | --- | 3.03 | 3.48 | --- | --- | --- | --- |
| Screenland Unit | 8.81 | --- | --- | --- | --- | --- | --- | --- | --- |
| Time | --- | --- | --- | 13.44 | --- | --- | --- | --- | --- |
| Tower Magazines | 15.51 | --- | --- | 5.55 | --- | .82 | --- | --- | --- |
| True Story Magazine | 14.17 | --- | --- | 2.88 | --- | .34 | --- | --- | .70 |
| Woman's Home Companion ✓ | 12.36 | 2.45* | --- | 5.01 | 3.35 | --- | 2.93 | 1.91 | .76 |

*Includes one advertisement with a coupon
**This product does not appear at any other place in the survey

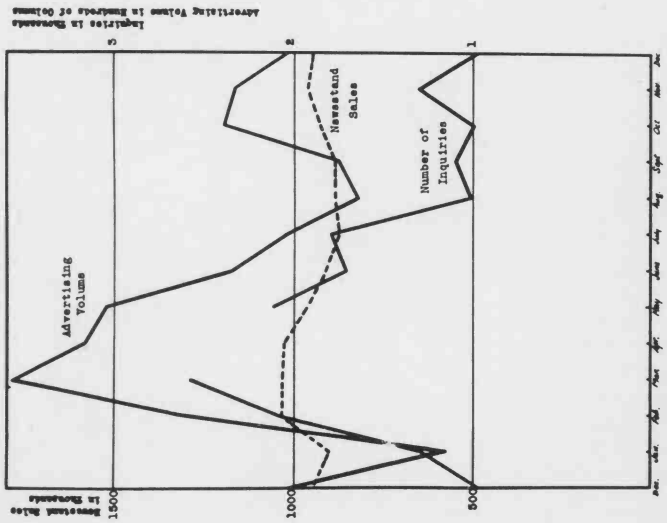


Fig. 6.-- Seasonal Trend of Replies Compared with Volume of Advertising and Newsstand Sales. (Based upon the advertising of Product D in McCall's during the year 1932)

## Variations Traceable to Elements Within the Reader

The month-to-month variations in replies suggested the possible existence of a seasonal trend in advertising response. It was decided to calculate the inquiry costs for each product based upon the month in which the advertisements appeared. The results of these calculations are shown in the tables and graphs which follow. In the case of three products the advertising campaigns were seasonally concentrated, hence it was impossible to plot a seasonal trend line which would have any value.

TABLE 23.

Analysis of the Seasonal Influence
Upon Advertising Response

Product A

| Months | Number of Ads. | Total Inquiries | Total Space Cost | Cost per Inquiry* |
|---|---|---|---|---|
| January | - | - | - | - |
| February | - | - | - | - |
| March | 7 | 854 | $ 6,118.59 | $ 7.16 |
| April | 17 | 1,240 | 11,838.84 | 9.55 |
| May | 16 | 1,027 | 11,903.34 | 11.59 |
| June | 15 | 709 | 11,532.84 | 16.27 |
| July | 16 | 929 | 11,994.95 | 12.91 |
| August | 15 | 502 | 11,656.00 | 23.22 |
| September | 13 | 362 | 9,291.75 | 25.67 |
| October | 5 | 168 | 4,755.00 | 28.30 |
| November | - | - | - | - |
| December | - | - | - | - |

*Based upon the month in which the ad. appeared

A study of the seasonal trend of replies as indicated by the plotted cost per inquiry, reveals a rather impressive parallel trend running through all of the products in this survey. In other words, the trend of the cost per inquiry, with few exceptions, is definitely upward, beginning at a low point in February and rising rather steadily to reach a peak in December. This would indicate that the early months of the year produce a greater inquiry response per dollar invested in advertising than do the latter months.

A possible explanation of the above seasonal trend of replies seemed to rest

TABLE 24.

Analysis of the Seasonal Influence
Upon Advertising Response

Product B

| Months | Number of Ads. | Total Inquiries | Total Space Cost | Cost per Inquiry* |
|---|---|---|---|---|
| January | 8 | 3,953 | $ 63,096. | $ 15.96 |
| February | 8 | 115,800 | 94,796. | .82 |
| March | 7 | 5,238 | 43,276. | 8.26 |
| April | 5 | 5,102 | 39,400. | 7.72 |
| May | 9 | 6,349 | 68,930. | 10.86 |
| June | 1 | 799 | 11,250. | 14.08 |
| July | - | - | - | - |
| August | 9 | 10,109 | 68,930. | 6.82 |
| September | - | - | - | - |
| October | 9 | 7,324 | 119,530. | 16.32 |
| November | 9 | 1,713 | 110,230. | 64.34 |
| December | 5 | 668 | 50,600. | 75.74 |

*Based upon the month in which the ad. appeared

Note: Some of the advertisements in February carried a coupon and those appearing in November and December offered a cook book at 25¢ instead of the usual free cook book offer.

TABLE 25.

Analysis of the Seasonal Influence
Upon Advertising Response

Product C

| Months | Number of Ads. | Total Inquiries | Total Space Cost | Cost per Inquiry* |
|---|---|---|---|---|
| January | 2 | 5,749 | $ 4,645. | $ .81 |
| February | 3 | 9,373 | 4,977. | .53 |
| March | 3 | 11,437 | 8,395. | .73 |
| April | 3 | 5,828 | 4,977. | .85 |
| May | 2 | 5,470 | 4,645. | .85 |
| June | 3 | 3,187 | 4,977. | 1.56 |
| July | 2 | 5,242 | 4,645. | .89 |
| August | 3 | 3,524 | 4,977. | 1.41 |
| September | 2 | 3,802 | 4,645. | 1.22 |
| October | 3 | 3,275 | 4,977. | 1.52 |
| November | 1 | 3,306 | 4,275. | 1.29 |
| December | 3 | 3,027 | 4,977. | 1.64 |

*Based upon the month in which the ad. appeared

with the magazine readers themselves. In other words, it was felt that any seasonal variation in response could be traced to the customs and habits of the people who read the magazines. It was apparent that each advertisement must compete with many other interests for a share of the reader's time. Moreover, when other interests dominate the reader's attention we should logically expect advertising to be neglected, and this neglect would naturally be reflected in fewer replies.

TABLE 26.

Analysis of the Seasonal Influence
Upon Advertising Response

Product D

| Months | Number of Ads. | Total Inquiries | Total Space Cost | Cost per Inquiry* |
|---|---|---|---|---|
| January | 21 | 18,302 | $ 95,285. | $ 5.21 |
| February | 22 | 27,455 | 70,960. | 2.58 |
| March | 20 | 27,216 | 79,345. | 2.92 |
| April | 22 | 24,029 | 80,085. | 3.33 |
| May | 19 | 16,300 | 73,935. | 4.54 |
| June | 20 | 15,079 | 72,835. | 4.83 |
| July | 19 | 13,860 | 81,235. | 5.86 |
| August | 20 | 10,537 | 76,325. | 7.24 |
| September | 18 | 10,603 | 76,660. | 7.23 |
| October | 20 | 9,585 | 76,825. | 8.02 |
| November | 19 | 10,551 | 71,285. | 6.76 |
| December | 17 | 7,966 | 65,150. | 8.18 |

*Based upon the month in which the ad. appeared

TABLE 27.

Analysis of the Seasonal Influence
Upon Advertising Response

Product D*

| Months | Number of Ads. | Total Inquiries | Total Space Cost | Cost per Inquiry** |
|---|---|---|---|---|
| January | 6 | 3,283 | $ 11,050. | $ 3.37 |
| February | 6 | 5,391 | 11,050. | 2.05 |
| March | 6 | 5,884 | 11,050. | 1.88 |
| April | 6 | 4,477 | 11,050. | 2.47 |
| May | 6 | 3,120 | 11,050. | 3.54 |
| June | 6 | 2,854 | 11,050. | 3.87 |
| July | 6 | 2,384 | 11,050. | 4.64 |
| August | 6 | 2,302 | 11,050. | 4.80 |
| September | 6 | 2,366 | 11,050. | 4.67 |
| October | 6 | 2,288 | 11,050. | 4.83 |
| November | 6 | 2,262 | 11,050. | 4.89 |
| December | 6 | 2,090 | 11,050. | 5.29 |

*Including six publications which carried the same size space in the same position every month during the year 1932
**Based upon the month in which the ad. appeared

TABLE 28.

Analysis of the Seasonal Influence
Upon Advertising Response

Product E

| Months | Number of Ads. | Total Inquiries | Total Space Cost | Cost per Inquiry* |
|---|---|---|---|---|
| January | 1 | 715 | $ 2,050.00 | $ 2.87 |
| February | 6 | 9,173 | 19,750.00 | 2.15 |
| March | 8 | 11,051 | 25,085.00 | 2.27 |
| April | 8 | 7,638 | 18,525.00 | 2.43 |
| May | 5 | 4,235 | 17,385.00 | 4.11 |
| June | - | - | - | - |
| July | - | - | - | - |
| August | - | - | - | - |
| September | 3 | 523 | 3,125.00 | 5.98 |
| October | 10 | 2,384 | 16,104.50 | 6.76 |
| November | 9 | 2,139 | 13,579.50 | 6.35 |
| December | - | - | - | - |

*Based upon the month in which the ad. appeared

TABLE 29.

Analysis of the Seasonal Influence
Upon Advertising Response

Product F

| Months | Number of Ads. | Total Inquiries | Total Space Cost | Cost per Inquiry* |
|---|---|---|---|---|
| January | - | - | - | - |
| February | 2 | 44,450 | $ 20,850. | .47 |
| March | 3 | 34,737 | 21,175. | .61 |
| April | - | - | - | - |
| May | - | - | - | - |
| June | - | - | - | - |
| July | - | - | - | - |
| August | - | - | - | - |
| September | 2 | 31,353 | 16,050. | .51 |
| October | 2 | 37,920 | 20,850. | .55 |
| November | 1 | 24,832 | 9,300. | .37 |
| December | 3 | 71,578 | 27,600. | .39 |

*Based upon the month in which the ad. appeared

It was found that the above theory rather successfully explained the month-to-month variations in advertising response. In other words, during those months when outside interests seem to dominate the reader's attention, we observed a pronounced decline in replies, and in those months when the reader seemed most free from outside attractions we detected a marked increase in replies.

In general, it would seem that in the early months of the year, chiefly January, February and March, people are confined indoors and the have the greatest amount of time to read. Beginning in April, the

warmer weather takes people outdoors and their time is occupied with gardening, outdoor sports, picnics, vacationing and travel. The call of the outdoors continues to occupy the spotlight of popular interest even up into October. Moreover, the development of football during recent years has provided another source of competition for the magazine reader's attention. With the close of the football season comes Thanksgiving and from then on until the close of the year people are more and more occupied with holiday interests.

TABLE 30.

Analysis of the Seasonal Influence Upon Advertising Response

Product G

| Months | Number of Ads. | Total Inquiries | Total Space Cost | Cost per Inquiry* |
|---|---|---|---|---|
| January | - | - | - | - |
| February | - | - | - | - |
| March | - | - | - | - |
| April | - | - | - | - |
| May | - | - | - | - |
| June | - | - | - | - |
| July | - | - | - | - |
| August | - | - | - | - |
| September | - | - | - | - |
| October | - | - | - | - |
| November | 6 | 13,326 | $ 59,100. | $ 4.43 |
| December | 6 | 12,625 | 59,100. | 4.68 |

*Based upon the month in which the ad. appeared

TABLE 31.

Analysis of the Seasonal Influence Upon Advertising Response

Product H

| Months | Number of Ads. | Total Inquiries | Total Space Cost | Cost per Inquiry* |
|---|---|---|---|---|
| January | 2 | 4,277 | $ 8,550. | $ 2.00 |
| February | 3 | 16,280 | 17,175. | 1.05 |
| March | 3 | 11,253 | 17,625. | 1.57 |
| April | 2 | 6,418 | 15,525. | 2.42 |
| May | - | - | - | - |
| June | - | - | - | - |
| July | - | - | - | - |
| August | - | - | - | - |
| September | 1 | 4,514 | 9,200. | 2.04 |
| October | 2 | 6,531 | 15,000. | 2.30 |
| November | 3 | 8,645 | 12,300. | 1.42 |
| December | 3 | 8,136 | 19,275. | 2.37 |

*Based upon the month in which the ad. appeared

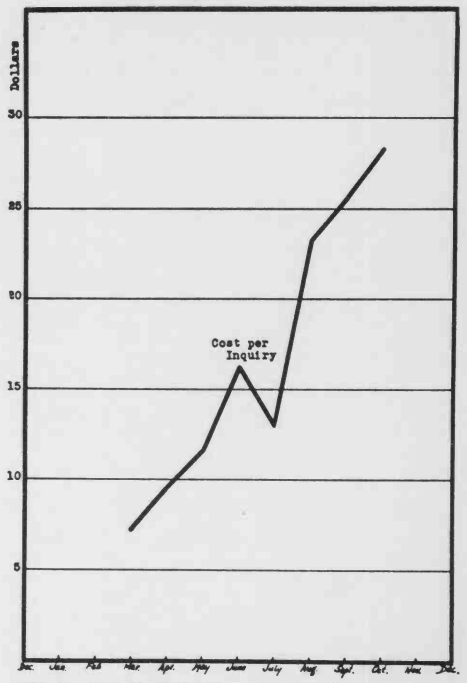


Fig. 7.- Seasonal Trend of Inquiry Costs. (Based upon the advertising of Product A in 21 general magazines during 1932)

In order to check the accuracy of the foregoing theoretical explanation of seasonal trend, letters were addressed to several large publishers asking for monthly records of newsstand sales and advertising volume for the year 1932. In addition, each letter contained a chart showing a typical seasonal trend based upon one of the products in the present survey. The publishers were asked for suggestions or comments which might help to explain the seasonal variation in replies. Although eight publishers responded with figures in one form or another, none of them ventured an explanation.

The purpose in requesting records of newsstand sales was to determine the relationship, if any, which existed between the trend of inquiries and the trend of reader interest which was manifested in any particular publication. Certainly if reader interest did follow any definite seasonal trend this fact should be reflected in the newsstand sales of the magazines.

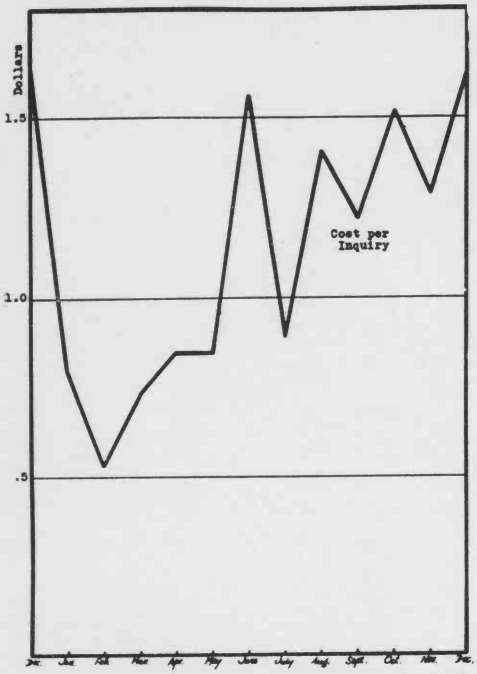


Fig. 8.- Seasonal Trend of Inquiry Costs. (Based upon the advertising of Product C in five magazines during the year 1932)

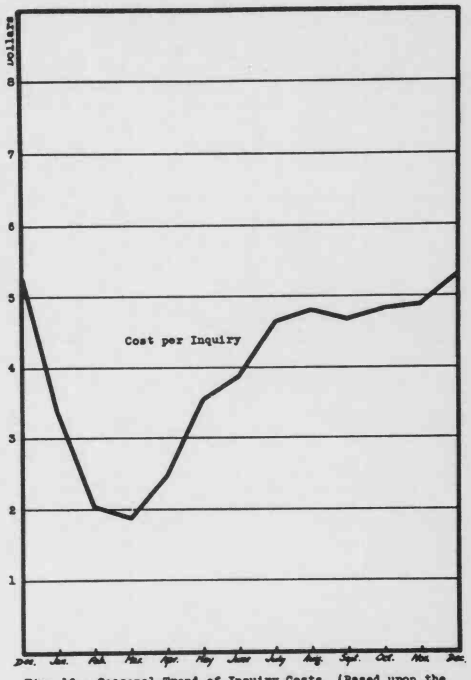


Fig. 10.- Seasonal Trend of Inquiry Costs. (Based upon the advertising of Product D in six lower class magazines. 1932)

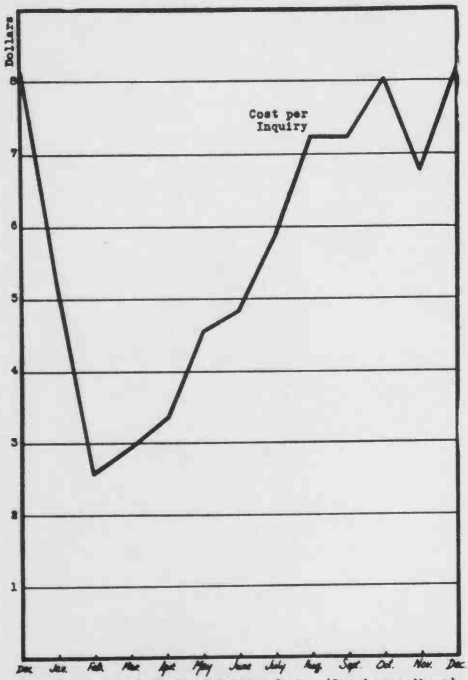


Fig. 9.- Seasonal Trend of Inquiry Costs. (Based upon the advertising of Product D in 22 general magazines during 1932)

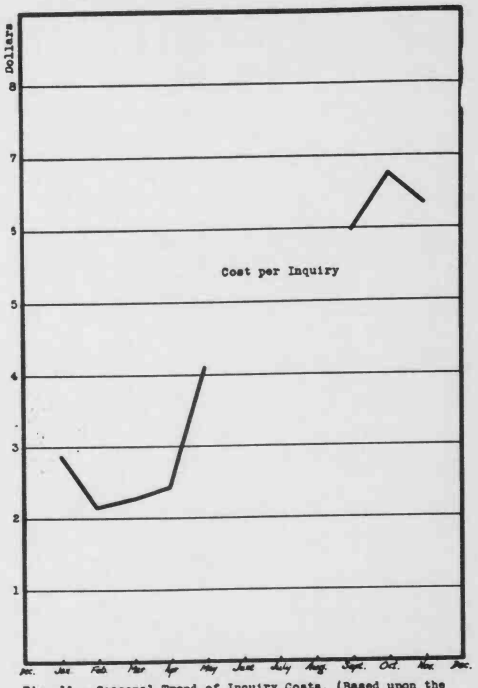


Fig. 11.- Seasonal Trend of Inquiry Costs. (Based upon the advertising of Product E in twelve magazines during 1932)

More specifically, if the readers of a given magazine are induced by competing interests to neglect their reading of that magazine, then there will be a certain percentage whose interest will lag sufficiently to cause them to discontinue temporarily the magazine. This would apply more particularly to those readers who purchase the magazine by the single copy. As may be seen from graphs Figs. 12 to 15, there is a rather close correspondence between the trend of newsstand sales and the trend of replies. However, in the case of some publications this relationship breaks down, especially during the fall months. This is clearly illustrated in Fig. 14.

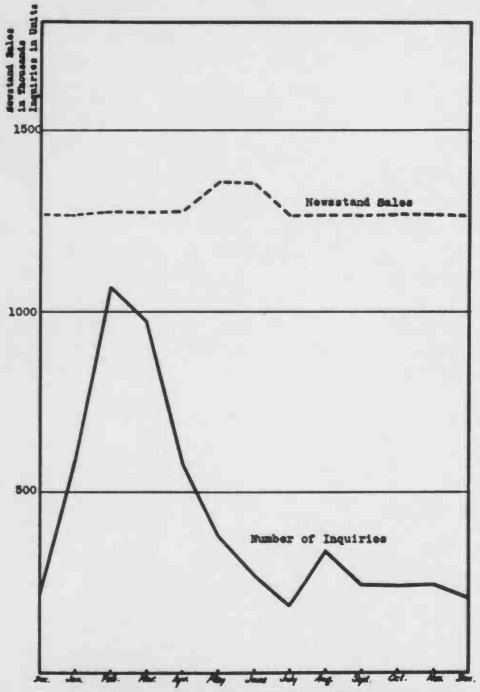


Fig. 12.- Comparison of Trend of Replies with Newsstand Sales by Months. (Based upon the newsstand sales of Tower Magazines and the inquiries received from the advertising of Product D)

In attempting to discover the relationship between advertising volume and the trend of replies, two lines of investigation were followed. In the first place, the monthly advertising expenditures for each product were plotted along with the monthly cost per reply for that

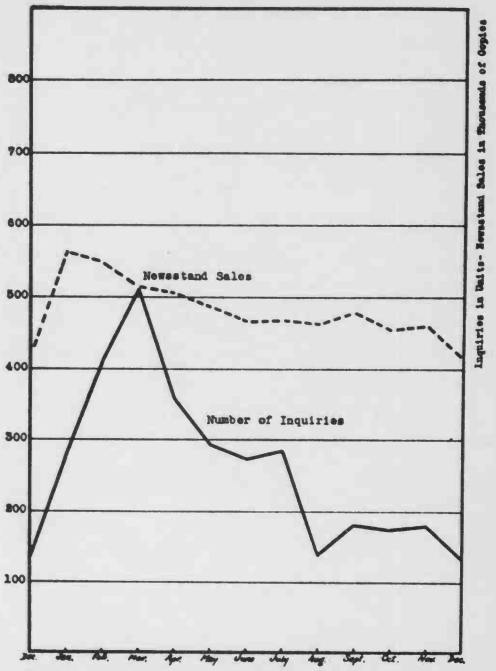


Fig. 13.- Comparison of the Trend of Replies with Newsstand Sales by Months. (Based upon the newsstand sales of Photoplay and the inquiries received from Product D advertising)

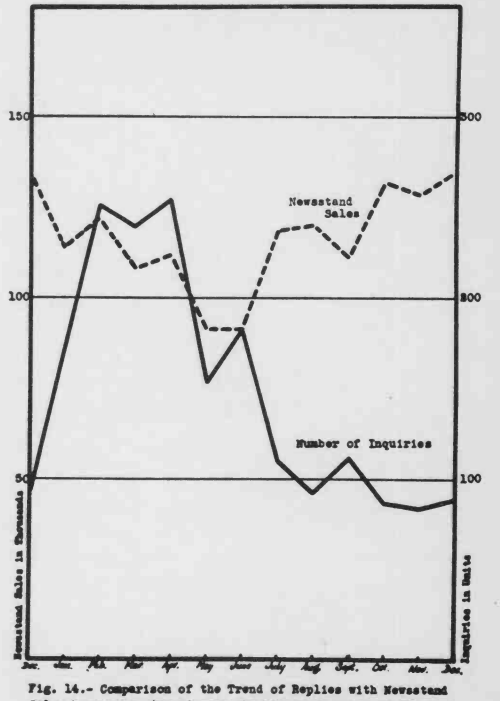


Fig. 14.- Comparison of the Trend of Replies with Newsstand Sales by Months. (Based upon the newsstand sales of Physical Culture Magazine and the replies received by Product D)

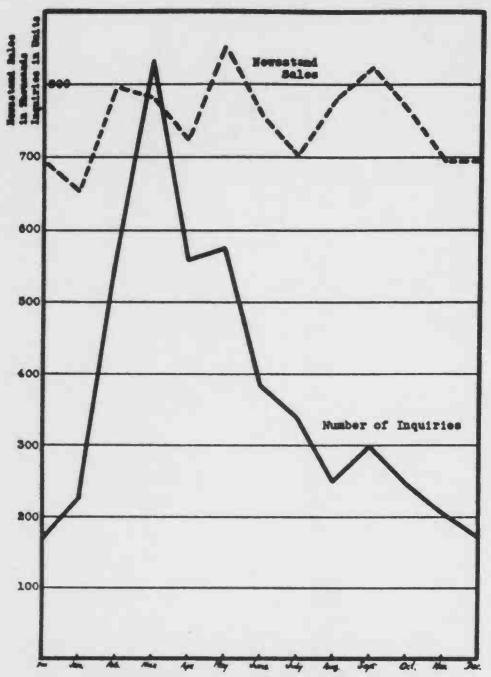


Fig. 15.- Comparison of the Trend of Replies with Newsstand Sales by Months. (Based upon the newsstand sales of Motion Picture Unit and the replies received by Product D)

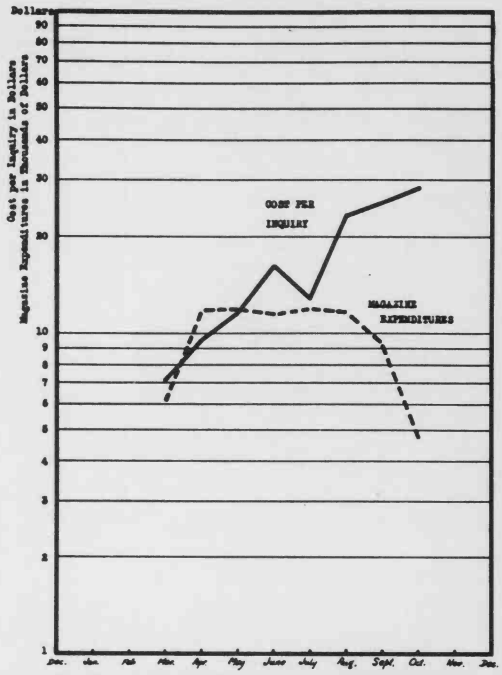


Fig. 16.- Comparison of Inquiry costs with Magazine Expenditures. (Based upon the monthly expenditures and costs per reply for Product A during the year 1932)

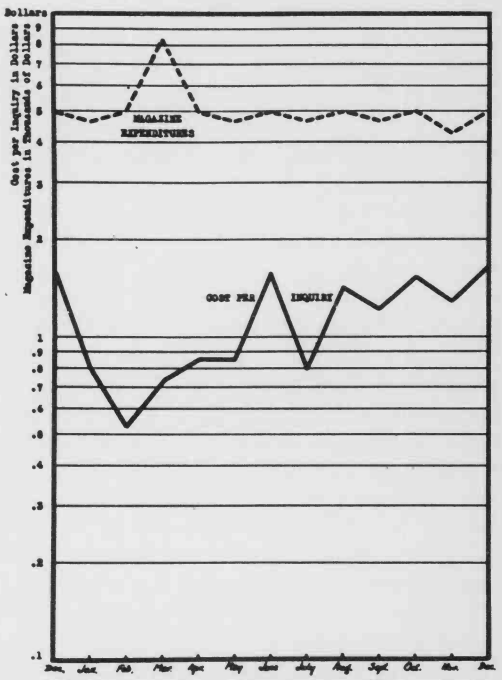


Fig. 17.- Comparison of Inquiry Costs with Magazine Expenditures. (Based upon the monthly expenditures and costs per reply for Product C during the year 1932)

product. Secondly, the total monthly advertising volume in a given publication was related to the monthly replies received from the same publication by a representative product.

The relationship which exists between the monthly advertising expenditures of a product and the replies received is apparently very small. In many instances there is an inverse relationship and we find the replies greatest when the expenditure is small and vice versa. This tendency is illustrated in Figs. 16 to 20.

A study of Fig. 6 on page 15 reveals a fairly high degree of correspondence between the monthly volume of advertising in a given magazine and the trend of advertising response. That the relationship is a positive one is clearly indicated by the fact that replies are heaviest when the volume of advertising is greatest. This observation is especially interesting because it is contrary to advertising principles. In other words, advertising has always logically insisted that the trend of

advertising response is inversely related to the volume of competing advertising and that an advertisement inserted in a given publication along with fifty pages of competing advertising will normally produce a greater response than the same advertisement inserted in the same publication along with one hundred pages of competing advertising.

The most logical explanation of the close correspondence between the trend of advertising response and the monthly volume of magazine advertising would seem to lead us back to the theoretical explanation of the seasonal trend of replies. In other words, advertisers in general have found that advertisements inserted during certain months elicit a much greater response than those appearing in other months, therefore there is a tendency among all advertisers to concentrate their advertising in those months which by experience have proven to be the best months. Assuming that there is a seasonal trend of inquiries it is conceivable that the attempt on the

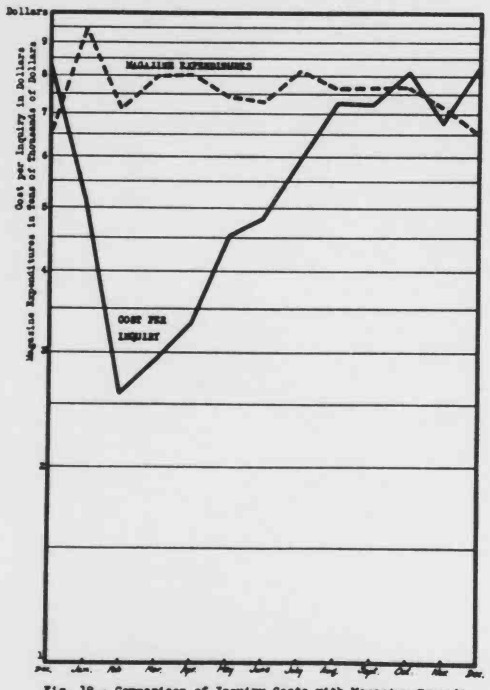
Dollars
Cost per Inquiry in Dollars
Magazine Expenditures in Tens of Thousands of Dollars
MAGAZINE EXPENDITURES
COST PER INQUIRY
Jan. Feb. Mar. Apr. May June July Aug. Sept. Oct. Nov. Dec.

Fig. 18.- Comparison of Inquiry Costs with Magazine Expenditures. (Based upon the monthly expenditures and costs per reply for Product D during the year 1932)

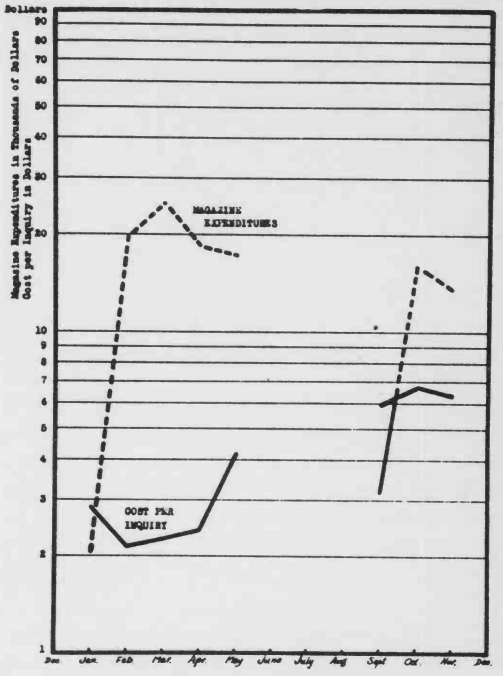
Dollars
Magazine Expenditures in Thousands of Dollars
Cost per Inquiry in Dollars
MAGAZINE EXPENDITURES
COST PER INQUIRY
Jan. Feb. Mar. Apr. May June July Aug. Sept. Oct. Nov. Dec.

Fig. 19.- Comparison of Inquiry Costs with Magazine Expenditures. (Based upon the monthly expenditures and costs per reply for Product E during the year 1932)

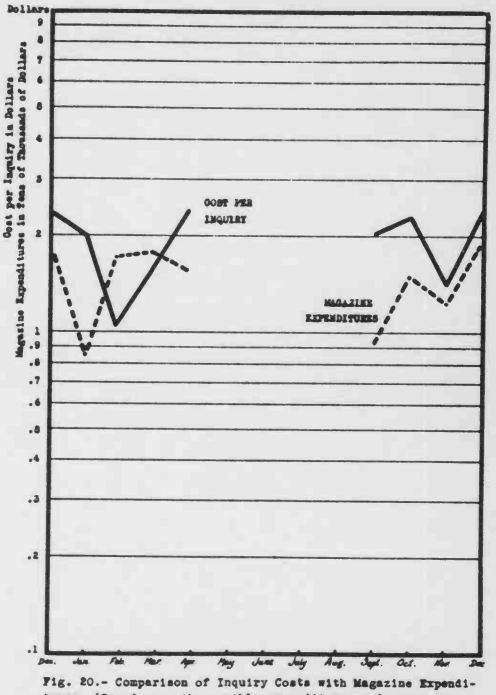
Dollars
Cost per Inquiry in Dollars
Magazine Expenditures in Tens of Thousands of Dollars
COST PER INQUIRY
MAGAZINE EXPENDITURES
Jan. Feb. Mar. Apr. May June July Aug. Sept. Oct. Nov. Dec.

Fig. 20.- Comparison of Inquiry Costs with Magazine Expenditures. (Based upon the monthly expenditures and costs per reply for Product H during the year 1932)

part of advertisers to take advantage of this trend would produce a very close relationship between advertising volume and response.

It was recognized that no analysis of seasonal trend would be complete without some consideration of the economic forces which continually exert an influence upon society. A study was made to determine the relationship, if any, which existed between the trend of advertising response and business conditions in general. For purposes of comparison, four indices of business were plotted along with the seasonal trend of replies of Product D. An examination of Fig. 21 reveals a rather consistent relationship between the seasonal trend of business during 1932 and the trend of replies. Except for some minor fluctuations, the trend of business conditions was almost steadily downward while the trend of the cost per inquiry moved upward with an almost equal degree of regularity. Although this indicates a direct relationship between the trend of business and the trend of advertising response, it is clear that the fluctuations in business are not sufficient to account for the wide seasonal variations in the trend of advertising response.

As the reader has perhaps already recognized, the greatest fundamental weakness in the seasonal trend of replies as shown by the products in this investigation is the fact that the study includes the replies for only one year. In an attempt to overcome this weakness, figures were obtained for one product covering a five-year period of advertising in three large women's magazines. With few exceptions, these advertisements appeared in four colors in single and double page space, and almost all of them carried a coupon. The trend of the calculated cost per inquiry for this five-year period is shown graphically in Fig. 22.

Even though the trend of replies for the five-year period differs materially from the seasonal trends based upon the year 1932, there are certain fundamental characteristics which are more or less common to all of the plotted curves. For example, a straight line drawn through all of the trend lines would follow a definite upward course throughout the year. Moreover, the five-year trend line, like the one-year curves, reveals a lower inquiry cost during the early months of the year and a gradually rising cost per reply as we approach the warmer months. During the last quarter of the year the relationship between the two curves is less apparent, but even here there is at least one fundamental similarity, namely the tendency of both to reveal higher inquiry costs during November and December than during January and February.

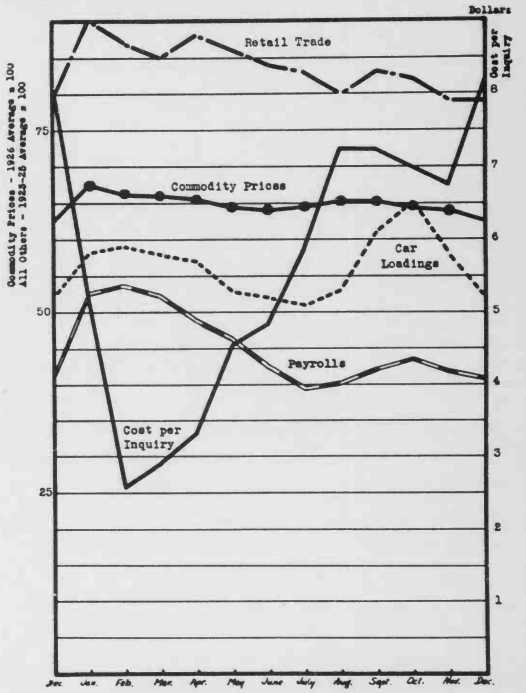


Fig. 21.- Trend of inquiry Costs Compared with Four Indexes of Business Activity. (Based upon the composite inquiry costs for Product D and indexes from "Survey of Current Business")

In the final analysis, the evidence presented here in support of a seasonal trend of advertising response is not sufficient to form the basis for any sound conclusions. For the most part, the data covers only one year and represents the experience of only eight advertisers. It would be a mistake to assume that this

trend would hold true in any other year or with any other group of products. The evidence has been presented here merely to indicate the presence of a tendency which may have had a decided influence upon advertising response during the year covered by this report.

NOTE

After the analysis of seasonal trend had been completed, the Promotion Department of True Story sent in an index of seasonal variation in replies which was taken from Dr. Starch's analysis of 3,998,245 returns from 2,500 magazine and newspaper advertisements. Dr. Starch's figures are reproduced in Table 34 and shown graphically in Fig. 23. It is interesting to note that the seasonal variation as observed in Dr. Starch's analysis does not differ essentially from the seasonal trend of replies as illustrated in this report.

TABLE 32.

Seasonal Variation in Costs per Reply

| Month | Product A | Product B | Product C | Product D | Product E | Product F | Product G | Product H |
|---|---|---|---|---|---|---|---|---|
| January | $ - | $ 15.96 | $ .81 | $ 5.21 | $ 2.87 | - | - | 2.00 |
| February | - | .82* | .53 | 2.58 | 2.15 | .47 | - | 1.05 |
| March | 7.16 | 8.26 | .73 | 2.92 | 2.27 | .61 | - | 1.57 |
| April | 9.55 | 7.72 | .85 | 3.33 | 2.43 | - | - | 2.42 |
| May | 11.59 | 10.86 | .85 | 4.54 | 4.11 | - | - | - |
| June | 16.27 | 14.08 | 1.56 | 4.83 | - | - | - | - |
| July | 12.91 | - | .89 | 5.86 | - | - | - | - |
| August | 23.22 | 6.82 | 1.41 | 7.24 | - | - | - | - |
| September | 25.67 | - | 1.22 | 7.23 | 5.98 | .51 | - | 2.04 |
| October | 28.30 | 16.32 | 1.52 | 8.02 | 6.76 | .55 | - | 2.30 |
| November | - | 64.34** | 1.29 | 6.76 | 6.35 | .37 | 4.43 | 1.42 |
| December | - | 75.74** | 1.64 | 8.18 | - | .39 | 4.68 | 2.37 |

*This ad. carried a coupon **This ad. offered a 25¢ cook book

TABLE 33.

Analysis of the Seasonal Influence Upon Advertising Response

Product B*

| Months | Number of Ads. | Total Inquiries | Total Space Cost | Cost per Inquiry* |
|---|---|---|---|---|
| January | 14 | 79,875 | $ 166,000. | $ 2.08 |
| February | 14 | 126,207 | 298,600. | 2.37 |
| March | 11 | 43,361 | 157,850. | 3.64 |
| April | 15 | 68,848 | 197,700. | 2.87 |
| May | 14 | 49,169 | 151,950. | 3.09 |
| June | 6 | 22,583 | 67,950. | 3.01 |
| July | 4 | 9,949 | 40,100. | 4.03 |
| August | 7 | 17,588 | 77,150. | 4.39 |
| September | 8 | 44,779 | 95,250. | 2.13 |
| October | 14 | 104,180 | 294,500. | 2.83 |
| November | 10 | 52,057 | 184,900. | 3.55 |
| December | 9 | 67,014 | 197,700. | 2.95 |

*Based upon a five-year record of returns from advertising in Ladies' Home Journal, Woman's Home Companion and Good Housekeeping, 1925 to 1929, inclusive.

It is believed that further investigation along this line will reveal a definite seasonal trend of advertising response, perhaps not so pronounced as that indicated here, but certainly embodying many of the fundamental characteristics which have been indicated so strikingly by the products included in this survey.

TABLE 34.

Seasonal Variation in the Number of Replies

Based on Dr. Starch's Analysis of 3,998,245 Returns from 2,500 Magazine and Newspaper ads.

| Months | Reply Ratios |
|---|---|
| January | 120 |
| February | 130 |
| March | 121 |
| April | 99 |
| May | 86 |
| June | 83 |
| July | 83 |
| August | 92 |
| September | 108 |
| October | 116 |
| November | 99 |
| December | 80 |

100 = Average for the year

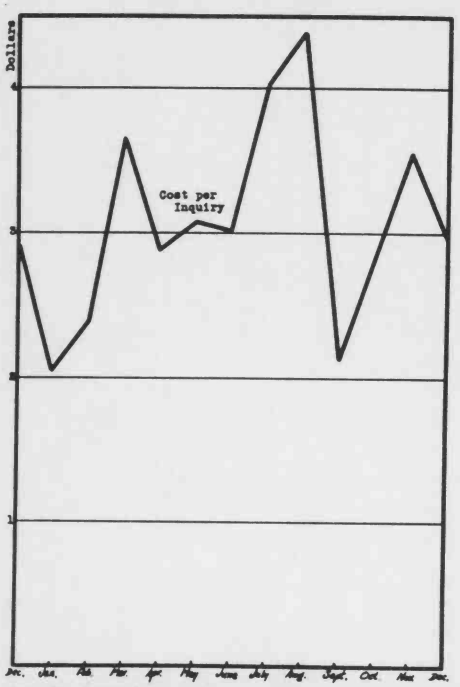


Fig. 22.- Seasonal Trend of Inquiry Costs. (Based upon a five-year record of returns from Ladies' Home Journal, Good Housekeeping and Woman's Home Companion. Product B)

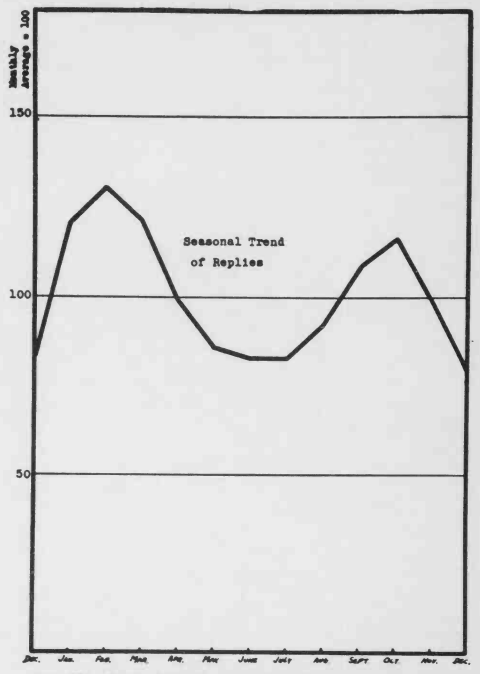


Fig. 23.- Seasonal Trend of Replies. (Based upon an analysis of 2,500 magazine and newspaper advertisements by Dr. Starch)

As shown previously in the analysis of seasonal trend, there is a close correspondence between the trend of business activity and the trend of replies throughout the year 1932. Moreover, it is possible to demonstrate the presence of a relationship between the business cycle and the circulation of magazines. However, the extent to which a person's economic status modifies his tendency to return a coupon is rather difficult to determine. In this connection, the experience of one advertiser may have some value. Product B ran an advertisement in October, 1929 which drew 454 replies per hundred thousand readers. This identical advertisement was repeated in October 1930 and pulled 573 replies per hundred thousand circulation. In February, 1932 the same advertiser inserted another piece of copy which pulled 1371 replies per hundred thousand readers. This second advertisement was identical in size and appeared in the same group of magazines, yet in spite of adverse business conditions it was by far the most productive that this advertiser has ever run. These comparisons tend to indicate that economic conditions do not materially alter the degree of advertising response.

It is earnestly believed that too little attention has been given in the past to the part played by supplementary advertising in augmenting advertising response. Perhaps this is due in part to the fact that it is extremely difficult to check results. Suppose that a woman sees an advertisement in her favorite magazine, "XYZ Baking Powder makes biscuits light and fluffy." On her way to the grocery she sees the same message on a billboard or perhaps in her grocer's window. No one can deny that this woman, because of her exposure to the supplementary advertising, is going to be a trifle more inclined to return the coupon for the "XYZ" Cook Book than she would have been otherwise. This analogy could be extended to include car cards, radio and all of the other forms of

supplementary advertising, but the main object here is to emphasize the importance of supplementary media in stimulating advertising response.

In order to discover the extent that supplementary advertising was used by the products covered by this report, a questionnaire was mailed to each advertiser. The results are presented in Table 35. It is clear that the use of supplementary advertising during the period covered by this report has varied widely among the products studied. Some advertisers, although they used other forms of advertising, made no attempt to tie it up with their advertising in magazines. While it was impossible to measure the influence of supplementary advertising upon response, its importance as an influencing factor is clearly recognized. Moreover, observations made in the present analysis lead us to conclude that the influence of supplementary media in stimulating replies is far greater than past investigations along this line have been willing to admit.

(The questionnaire which was mailed to advertisers concerning their use of supplementary media is shown in Fig. 25.)

TABLE 35.

Table Showing the Use of Supplementary Forms of Advertising by Products Covered by this Report

The extent to which the form of advertising was used: R = Regularly; O = Occasionally; N = Not used at all

The extent to which the form of advertising was tied up with the advertising in magazines: TU = Was tied up; NTU = Was not tied up

| Form of Advertising | Product A | | Product B | | Product C | | Product D | | Product E | | Product F | | Product G | | Product H | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Radio | N | - | R | TU | O | NTU | R | TU | O | NTU | N | - | O | TU | O | NTU |
| Outdoor | N | - | O | TU | N | - | N | - | N | - | N | - | O | TU | N | - |
| Car Cards | N | - | N | - | N | - | R | TU | N | - | N | - | O | TU | N | - |
| Newspapers | R | TU | R | TU | O | TU | O | TU | O | NTU | N | - | O | TU | O | NTU |
| Direct Mail | N | - | N | - | O | NTU | N | - | R | NTU | N | - | N | - | O | TU |
| Dealer Helps | R | TU | R | TU | R | NTU | O | TU | R | NTU | N | - | R | NTU | R | TU |

## APPENDIX

As was previously pointed out, the purpose of this investigation was to discover and to evaluate the forces which tended to influence, in one way or another, the volume of advertising response. With this in mind, an attempt was made to discover a relationship between the quality of an advertisement and the response which that advertisement actually received. This was done by analyzing each advertisement in terms of the accepted qualities of headline, copy, layout, etc. Fig. 24 in this section shows the scale of values which were employed in this phase of the investigation. A study of the tables which follow indicates that the results obtained from this analysis were quite contrary to the accepted principles of advertising. For example, advertisements which, on the basis of copy and layout rating, should have produced the greatest volume of replies actually produced very poor returns, while other advertisements rated much lower in quality, pulled inquiries at very low costs. One explanation of this striking reversal may very well be the difficulty of determining which qualities an advertisement did or did not possess. It is because of the contrary nature of these figures that they have been omitted from the main body of the report and assembled here.

In addition to the material referred to above, this section of the report contains some tables which were not included in the main section due to the smallness of the sample. This includes Tables 40 to 45, inclusive. Included also is a copy of the questionnaire which was sent to all advertisers included in this report and concerned their use of supplementary advertising during the year 1932. The information secured from this questionnaire is included in the main body of the report. See Table 35 on page 26.

TABLE 36.

An Analysis of Inquiry Costs According to the Headline Qualities

| Quality Rating | Number of Ads. | Total Inquiries | Total Space Cost | Cost per Inquiry |
|---|---|---|---|---|
| | | (Product D) | | |
| Six out of seven | 71 | 74,581 | $ 318,160. | $ 4.27 |
| Five out of seven | 72 | 55,276 | 358,365. | 6.48 |
| Four out of seven | 14 | 19,620 | 76,890. | 3.92 |
| | | (Product A) | | |
| Six out of seven | 31 | 1,228 | 25,623 | 20.87 |
| Five out of seven | 73 | 4,563 | 53,469 | 11.72 |
| | | (Product B) | | |
| Seven out of seven | 14 | 6,465 | 119,530. | 18.49 |
| Six out of seven* | 34 | 27,919 | 249,998. | 8.78 |
| Five out of seven | 13 | 6,068 | 122,510. | 20.19 |
| Four out of seven | 6 | 6,655 | 119,600. | 17.97 |
| | | (Product E) | | |
| Six out of seven | 1 | 242 | 2,137. | 8.83 |
| Five out of seven | 12 | 14,683 | 35,688. | 2.43 |
| Four out of seven | 37 | 22,933 | 77,780. | 3.39 |
| | | (Product C) | | |
| Six out of seven | 13 | 38,306 | 31,544. | .82 |
| Five out of seven | 13 | 18,682 | 24,221. | 1.30 |
| Four out of seven | 4 | 6,232 | 5,347. | .86 |
| | | (Product G) | | |
| Six out of seven | 6 | 14,316 | 58,700. | 4.10 |
| Five out of seven | 6 | 11,635 | 59,500. | 5.11 |
| | | (Product H) | | |
| Six out of seven | 13 | 48,841 | 85,700. | 1.75 |
| Five out of seven | 4 | 11,787 | 21,500. | 1.82 |
| Four out of seven | 2 | 5,426 | 7,450. | 1.37 |
| | | (Product F) | | |
| Seven out of seven (all the same ad.) | 4 | 96,410 | 36,900. | .38 |
| Six out of seven | 9 | 148,460 | 78,925. | .53 |

*Advertisements with coupons were omitted

TABLE 37.

An Analysis of Inquiry Costs According to the Copy Qualities

| Quality Rating | Number of Ads. | Total Inquiries | Total Space Cost | Cost per Inquiry |
|---|---|---|---|---|
| | | Product E | | |
| Six out of eight | 9 | 11,107 | $ 24,300. | $ 2.19 |
| Five out of eight | 14 | 8,778 | 30,298. | 3.45 |
| Four out of eight | 21 | 15,898 | 49,514. | 3.11 |
| Three out of eight | 6 | 2,075 | 11,493. | 5.54 |
| | | (Product C) | | |
| Six out of eight | 6 | 11,253 | 13,372. | 1.19 |
| Five out of eight | 6 | 12,082 | 13,897. | 1.15 |
| Four out of eight | 14 | 35,965 | 28,496. | .79 |
| Three out of eight | 4 | 3,920 | 5,347. | 1.36 |
| | | (Product F) | | |
| Eight out of eight* | 4 | 96,410 | 36,900. | .38 |
| Seven out of eight | 9 | 148,460 | 78,925. | .53 |
| | | (Product D) | | |
| Seven out of eight | 11 | 14,190 | 87,800. | 6.19 |
| Six out of eight | 146 | 135,287 | 665,614. | 4.92 |
| | | (Product A) | | |
| Six out of eight | 34 | 1,676 | 26,485. | 15.80 |
| Five out of eight | 54 | 3,584 | 40,695. | 11.35 |
| Four out of eight | 16 | 531 | 11,911. | 22.43 |
| | | (Product B) | | |
| Eight out of eight | 14 | 6,465 | 119,530. | 18.49 |
| Seven out of eight | 14 | 15,958 | 100,326. | 6.29 |
| Six out of eight | 23 | 11,808 | 223,276. | 18.91 |
| Five out of eight | 16 | 12,873 | 163,506. | 12.70 |
| | | (Product H) | | |
| Seven out of eight | 6 | 23,867 | 42,350. | 1.77 |
| Six out of eight | 5 | 20,410 | 25,775. | 1.26 |
| Five out of eight | 7 | 20,558 | 42,775. | 2.08 |
| Four out of eight | 1 | 1,220 | 3,750. | 3.07 |
| | | (Product G) | | |
| Eight out of eight | 1 | 1,593 | 8,500. | 5.34 |
| Seven out of eight | 3 | 3,768 | 27,400. | 7.27 |
| Six out of eight | 7 | 16,606 | 73,000. | 4.40 |
| Five out of eight | 1 | 3,984 | 9,300. | 2.33 |

*All the same advertisement

TABLE 38.

An Analysis of Inquiry Costs According to the Quality of the Layout

| Quality Rating | Number of Ads. | Total Inquiries | Total Space Cost | Cost per Inquiry |
|---|---|---|---|---|
| | | Product A | | |
| Six out of six | 34 | 2,464 | $ 27,231. | $ 11.05 |
| Five out of six | 68 | 3,257 | 49,900. | 15.32 |
| Four out of six | 2 | 70 | 1,960. | 28.00 |
| | | Product E | | |
| Six out of six | 8 | 3,621 | 14,880. | 4.11 |
| Five out of six | 22 | 16,975 | 50,374. | 2.97 |
| Four out of six | 20 | 17,262 | 50,350. | 2.92 |
| | | Product H | | |
| Six out of six | 13 | 47,007 | 90,100. | 1.92 |
| Five out of six | 4 | 14,482 | 17,100. | 1.18 |
| Four out of six | 2 | 4,565 | 7,450. | 1.63 |

The other five products did not display sufficient variation in the quality of their layouts.

TABLE 39.

An Analysis of Inquiry Costs According to the Quality of the Typography

| Quality Rating | Number of Ads. | Total Inquiries | Total Space Cost | Cost per Inquiry |
|---|---|---|---|---|
| | | Product D | | |
| Mediocre | 4 | 5,998 | $ 42,000. | $ 7.00 |
| Average | 136 | 131,116 | 603,215. | 4.60 |
| Distinctive | 17 | 12,363 | 108,200. | 8.75 |
| | | Product C | | |
| Mediocre | 13 | 20,442 | 24,221. | 1.18 |
| Average | 17 | 42,778 | 36,891. | .86 |
| | | Product H | | |
| Mediocre | 8 | 19,197 | 32,050. | 1.70 |
| Average | 11 | 46,857 | 82,600. | 1.76 |

The other products did not show sufficient variation in the quality of the typography

TABLE 40.

An Analysis of Inquiry Costs According to the Headline Subject

| Headline Subject | Number of Ads. | Total Inquiries | Total Space Cost | Cost per Inquiry |
|---|---|---|---|---|
| | | Product A | | |
| About the product | 30 | 1,415 | $ 22,286. | $ 15.75 |
| Irrelevant | 74 | 4,372 | 56,805. | 12.99 |
| | | Product E | | |
| About the product | 22 | 6,168 | 34,434. | 5.58 |
| How product acts | 2 | 921 | 4,775. | 5.18 |
| How product serves the user | 21 | 27,424 | 65,110. | 2.37 |
| Irrelevant | 5 | 3,345 | 11,285. | 3.37 |
| | | Product H | | |
| About the product | 13 | 45,192 | 71,175. | 1.57 |
| How product serves the user | 1 | 1,710 | 3,750. | 2.19 |
| Irrelevant | 5 | 19,152 | 39,725. | 2.07 |

The other products did not display sufficient variation in the headline subject.

TABLE 41.

An Analysis of Inquiry Costs According to the Use of Color

| Use of Color | Number of Ads. | Total Inquiries | Total Space Cost | Cost per Inquiry |
|---|---|---|---|---|
| | | Product D | | |
| Black and white | 137 | 131,849 | $ 635,575. | $ 4.82 |
| Four colors | 14 | 17,144 | 114,600. | 6.68 |
| | | Product H | | |
| Black and white | 13 | 39,177 | 52,900. | 1.35 |
| Four colors | 6 | 26,877 | 61,750. | 2.30 |

The other products did not show sufficient variation in the use of color.

TABLE 42.

An Analysis of Inquiry Costs According to the Basic Copy Appeal

| Copy Appeal | Number of Ads. | Total Inquiries | Total Space Cost | Cost per Inquiry |
|---|---|---|---|---|
| | | Product A | | |
| Efficiency | 13 | 412 | $ 10,055. | $ 24.40 |
| Health | 74 | 4,372 | 56,805. | 12.99 |
| No dominant appeal | 17 | 1,007 | 12,231. | 12.15 |
| | | Product B | | |
| Economy* | 32 | 24,995 | 330,086. | 13.21 |
| Appetite** | 5 | 668 | 50,600. | 75.75 |
| Sex | 30 | 21,441 | 225,952. | 10.54 |
| | | Product E | | |
| Economy | 22 | 5,046 | 32,809. | 6.50 |
| Comfort | 27 | 31,964 | 78,520. | 2.46 |
| Gregarious | 1 | 848 | 4,275. | 5.04 |
| | | Product F | | |
| Gregarious | 8 | 165,683 | 73,800. | .45 |
| Sex | 5 | 79,187 | 42,025. | .53 |
| | | Product H | | |
| Efficiency | 6 | 22,741 | 44,000. | 1.93 |
| Quality | 8 | 25,642 | 37,500. | 1.46 |
| Appetite | 4 | 13,841 | 21,900. | 1.58 |
| Sex | 1 | 3,830 | 11,250. | 2.94 |
| | | Product G | | |
| Economy | 4 | 7,494 | 38,950. | 5.19 |
| Quality | 4 | 8,654 | 40,600. | 4.69 |
| Appetite | 1 | 1,593 | 8,500. | 5.34 |
| Sex | 1 | 2,453 | 11,250. | 4.59 |
| No dominant appeal | 2 | 5,757 | 18,900. | 3.28 |

*Three ads. with coupons were not included
**All of these ads. offered a 25¢ cook book

The other products did not show sufficient variation in the basic copy appeal.

TABLE 43.

An Analysis of Inquiry Costs According to the Mechanics of the Illustration

| Mechanics of Illustration | Number of Ads. | Total Inquiries | Total Space Cost | Cost per Inquiry |
|---|---|---|---|---|
| | | Product D | | |
| Wash drawing | 105 | 83,325 | $ 406,765. | $ 4.88 |
| Photograph | 38 | 49,008 | 232,050. | 4.73 |
| Water Color | 14 | 17,144 | 114,600. | 6.68 |
| | | Product A | | |
| Photograph | 17 | 543 | 12,867. | 23.70 |
| Pen & Ink Drawing | 87 | 5,248 | 66,224. | 12.62 |
| | | Product H | | |
| Wash Drawing | 5 | 15,582 | 20,275. | 1.30 |
| Photograph | 8 | 23,595 | 32,625. | 1.38 |
| Water Color | 6 | 26,877 | 61,750. | 2.30 |

The other products did not show sufficient variation in the mechanics of the illustration.

TABLE 44.

An Analysis of Inquiry Costs According to Headline Display

| Headline Display | Number of Ads. | Total Inquiries | Total Space Cost | Cost per Inquiry |
|---|---|---|---|---|
| | | Product B | | |
| Subordinate | 17 | 9,036 | $ 224,330. | $ 25.93 |
| Medium | 50 | 38,066 | 372,308. | 9.78 |

The other products did not show sufficient variation in the headline display.

TABLE 45.

An Analysis of Inquiry Costs According to the Nature of the Offer

| The Offer | Number of Ads. | Total Inquiries | Total Space Cost | Cost per Inquiry |
|---|---|---|---|---|
| | | Product B | | |
| Free Cook Book | 56 | 154,674 | $ 509,208. | $ 3.29 |
| 25¢ Cook Book | 14 | 2,381 | 160,830. | 67.55 |
| Free Cook Book* | 53 | 44,723 | 445,808. | 9.97 |

*Omitting three advertisements which contained a coupon.

The other products did not show sufficient variation in the nature of the offer.

AN ANALYSIS OF NATIONAL MAGAZINE INQUIRIES

Product . . . . . Magazine . . . . . Date . . . . . .

Size of Space . . . . . Space Cost . . . . . .Circulation . . . . . .

Number of Inquiries . . . . . Cost Per Inquiry . . . . . Returns per 100,000 cir. . . . . .

POSITION

- ☐ Right-Hand Page
- ☐ Left-Hand Page
- ☐ Next to Reading
- ☐ 2nd or 3rd Cover
- ☐ 4th Cover Page

NATURE OF THE OFFER

- ☐ Free Sample
- ☐ Free Premium
- ☐ Free Literature
- ☐ Sample at Small Charge
- ☐ Premium " "
- ☐ Literature

THE USE OF COLOR

- ☐ Black & White
- ☐ Two Colors
- ☐ Four Colors

USE OF A COUPON

- ☐ No Coupon at All
- ☐ Small Coupon
- ☐ Average Coupon
- ☐ Large Coupon
- ☐ Coupon Featured

THE ILLUSTRATION

- ☐ Picture of Product
- ☐ Product in Use
- ☐ Result of Use
- ☐ Result of Disuse
- ☐ Specific User's Experience
- ☐ Apparently Irrelevant

HEADLINE SUBJECT

- ☐ About Product
- ☐ How Product Acts
- ☐ How Product Serves User
- ☐ Specific User's Experience
- ☐ Apparently Irrelevant

HEADLINE QUALITIES

- ☐ Timely
- ☐ Unusual
- ☐ Relevant
- ☐ Succinct
- ☐ Euphonious
- ☐ Assimilable
- ☐ Selective

HEADLINE DISPLAY

- ☐ No Headline
- ☐ Headline Subordinate
- ☐ Headline Medium
- ☐ Headline Dominant
- ☐ All Headline

HEADLINE LENGTH

- ☐ Under five Words
- ☐ Five to Eight Words
- ☐ Over Eight Words

MECHANICS OF ILLUSTRATION

- ☐ No Illustration
- ☐ Pen & Ink Drawing
- ☐ Wash Drawing
- ☐ Photograph
- ☐ Water Color
- ☐ Oil Painting

BASIC COPY APPEAL

- ☐ Economy
- ☐ Efficiency
- ☐ Quality
- ☐ Appetite
- ☐ Comfort
- ☐ Curiosity
- ☐ Gregarious
- ☐ Sex
- ☐ Parental Love
- ☐ Pleasure
- ☐ Vanity
- ☐ Health
- ☐ No Dominant Appeal

COPY QUALITIES

- ☐ Timeliness
- ☐ Clearness
- ☐ Conciseness
- ☐ Smoothness
- ☐ Believability
- ☐ Appropriateness
- ☐ Reader Interest
- ☐ Distinctiveness
- ☐ Specificness

LAYOUT QUALITIES

- ☐ Arresting
- ☐ Balance
- ☐ Eye-Appeal
- ☐ Unity
- ☐ Movement (Dynamic)
- ☐ Simplicity

THE TYPOGRAPHY

- ☐ Mediocre
- ☐ Average
- ☐ Distinctive

Remarks:- . . . . . .

. . . . . .

Fig. 24.- The analysis sheet which was used in this survey.

## QUESTIONNAIRE

Please indicate by checking the appropriate squares, the extent to which each of the following forms of advertising were made a part of your advertising program during the year 1932.

* * * * * * *

RADIO ADVERTISING

☐ Not used at all
☐ Used occasionally
☐ Used regularly

Was a deliberate attempt made to tie up your radio broadcasting with your advertising in magazines?
☐ Yes
☐ No

OUTDOOR ADVERTISING

☐ Not used at all
☐ Used occasionally
☐ Used regularly

Was a deliberate attempt made to tie up your posters or billboards with your magazine advertising?
☐ Yes
☐ No

CAR CARDS

☐ Not used at all
☐ Used occasionally
☐ Used regularly

Was a deliberate attempt made to tie up your car cards with your advertising in magazines?
☐ Yes
☐ No

NEWSPAPER ADVERTISING

☐ Not used at all
☐ Used occasionally
☐ Used regularly

Was a deliberate attempt made to tie up your newspaper advertising with your magazine advertising?
☐ Yes
☐ No

DIRECT MAIL ADVERTISING

☐ Not used at all
☐ Used occasionally
☐ Used regularly

Was a deliberate attempt made to tie up your direct mail advertising with your magazine advertising?
☐ Yes
☐ No

DEALER HELPS

☐ Not used at all
☐ Used occasionally
☐ Used regularly

Was a deliberate attempt made to tie up your counter and window displays with your advertising in magazines?
☐ Yes
☐ No

* * * * * * * * * * *

Product . . . . . Company . . . . . .

Person Supplying Information. . . . . .

* * * * * * * * * * *

Please return to:

Harold J. Rudolph
42 St. Nicholas Place
Ft. Thomas, Kentucky

Fig. 25.- A questionnaire which was mailed to advertisers in this survey.

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